

LIFE

IN THIS ISSUE

STEP BY STEP TO THE TOP OF EVEREST WITH HILLARY AND TENZING

SIR EDMUND HILLARY

AND TENZING NORGEY



20 CENTS

JULY 13, 1953

**THE NEW AMERICAN CAR WITH
THE EUROPEAN LOOK**

**Only Studebaker has
this exciting styling and it's
down to earth in price!**

ALL THE sensational new 1953 Studebakers are style-marked with the verve and flair of expensive-looking foreign cars.

But you find that Studebaker has price-marked every model very moderately.

A surprisingly small amount of money buys a brilliantly powered new Studebaker Commander V-8—and a dramatic new Studebaker Champion costs even less. It's one of America's lowest price cars.

Order your own exciting new Studebaker now—a sedan, coupe or hard-top. Colors galore to choose from. Stop in at any nearby Studebaker dealer's showroom.

'53 Studebaker



Commander V-8 Starliner hard-top. Automatic Drive or Overdrive, white sidewalls, chrome wheel discs—and glare-reducing tinted glass—optional in all models at extra cost.

© 1953, The Studebaker Corporation, South Bend 27, Indiana, U. S. A.

How to avoid dry, unruly
"Sahara hair" this summer



NEW GREASELESS WAY TO KEEP YOUR HAIR NEATER ALL DAY

New Vitalis with V-7 outdates messy oils . . . prevents summer dryness, keeps your hair neatly in place

Come summer, the sun and wind team up to make your hair and scalp desert-dry. Then swimming and showering help complete the damage.

That's why your scalp is more likely to become parched and flaky with dandruff. Why your hair gets dull, wispy . . . brittle, harder to keep in place.

Is the answer a heavy oil or cream that coats your hair with greasy film? We don't think so. We think this cure is rather worse than the disease!

A new greaseless grooming discovery—V-7

Happily, we have now perfected a new, finer Vitalis Hair Tonic which contains a unique grooming agent called V-7. It is not animal, vegetable or mineral oil. It was developed in the laboratory

especially to overcome the disadvantages of various messy oils. It is *greaseless*.

New Vitalis with V-7 will make your hair manageable, so it stays neatly in place. Yet you never have an overslick, plastered-down look.

And Vitalis gives your hair extraordinary protection from sun, wind and water. New laboratory findings show that even excessively dried-out hair gets back its necessary moisture content faster with Vitalis than with any other leading hair tonic.

Kills dandruff germs on contact

Another special virtue of new Vitalis: our tests prove that it kills *on contact* the germs many doc-

tors associate with infectious dandruff. No mere oil or cream tonic will do this.

Even if you are satisfied with your present hair tonic, we think you'll find that Vitalis with V-7 does a noticeably better job. Try a bottle—and you'll see the difference. (*She certainly will!*)

New
VITALIS®
Hair Tonic
with V-7



Product of Bristol-Myers



To 1 out of

Here's how you can get the nicotine and tars — and the

THE new KENT can make a world of difference in your smoking pleasure and in the effect smoking has on your health.

For, if you're a sensitive smoker—and published medical reports show that 1 out of every 3 smokers

is unusually sensitive to the tars and nicotine in tobacco—you can now enjoy real health protection with every cigarette you smoke.

KENT's exclusive "Micronite"* Filter gives you what you particularly *need* in a cigarette—a big re-



every 3 smokers: protection you need against smoking pleasure you want

duction in nicotine and tars. It also gives what you and all smokers *want* in a cigarette—the full enjoyment of fine tobacco!

What the Micronite Filter does for you

KENT's Micronite Filter removes nicotine and tar particles as small as $2/10$ of a micron... so tiny that it would take 4000 of them to cover the dot over this "i." This is *high* filtration.

What this means for you is that KENT's Micronite Filter removes up to 7 times more nicotine and tars than other filter cigarettes—giving you the greatest health protection in cigarette history.

And, at the same time, it lets through the richness and flavor of really fine tobacco—giving you true smoking pleasure.

How high filtration was developed

The fact that certain smokers are unusually sensitive to nicotine and tars in tobacco has been common knowledge for many years.

The P. Lorillard Company, makers of KENT, realized that only an effective filter could remove enough of these irritants to solve the sensitive smoker's problem.

But the filters then (and still) in use were made of plain cellulose, cotton or crepe paper. And these give only *low* filtration.

What was needed was *high* filtration and, after innumerable trials, KENT's Micronite Filter was originated, improved and perfected. It employs the same filtering material used in atomic energy plants to purify the air of microscopic impurities.

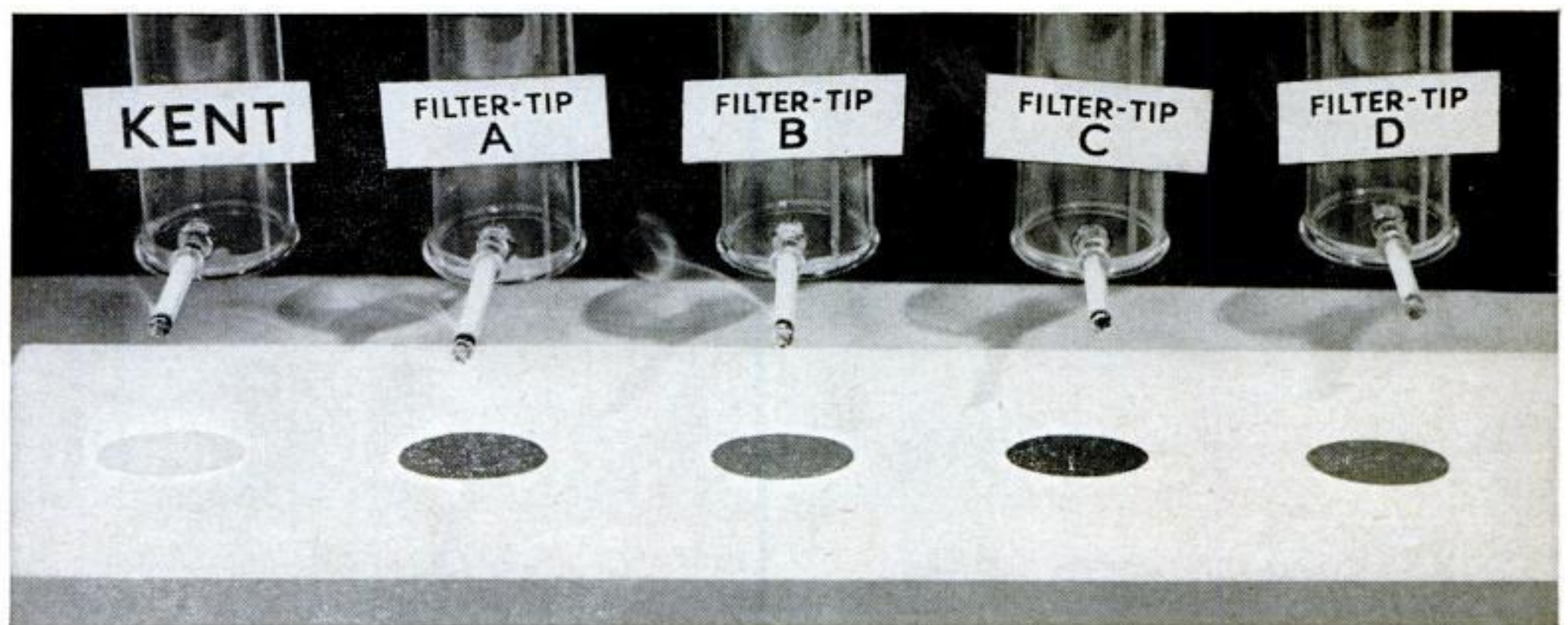
It has proved to be the most effective material yet known to filter microscopic particles out of smoke... the first to give *high* filtration!

Make your next cigarette KENT

This unique combination of a filter that really filters and a flavor that really pleases has won for KENT the most enthusiastic reception of any new cigarette in the last 20 years.

If your smoking dulls your sense of taste, gives you a "raw" throat or "bunched-up" nerves, chances are you're sensitive to nicotine and tars. So, for your own health as well as pleasure, you should try KENT.

After smoking a carton of KENTs, you'll know that they are making a world of difference in your smoking pleasure and in your health.



Proof before your eyes! In this laboratory test, smoke from each cigarette was drawn inside a glass... then the nicotine and tar particles were allowed to settle. See the result! A harsh stain from the irritants in the smoke of

four other well-known filter-tip brands, but scarcely a trace from the smoke of the new KENT! Here's visual proof that KENT offers you the greatest health protection in cigarette history plus full smoking enjoyment!



*PATENT APPLIED FOR

Kent

with exclusive
"MICRONITE" filter

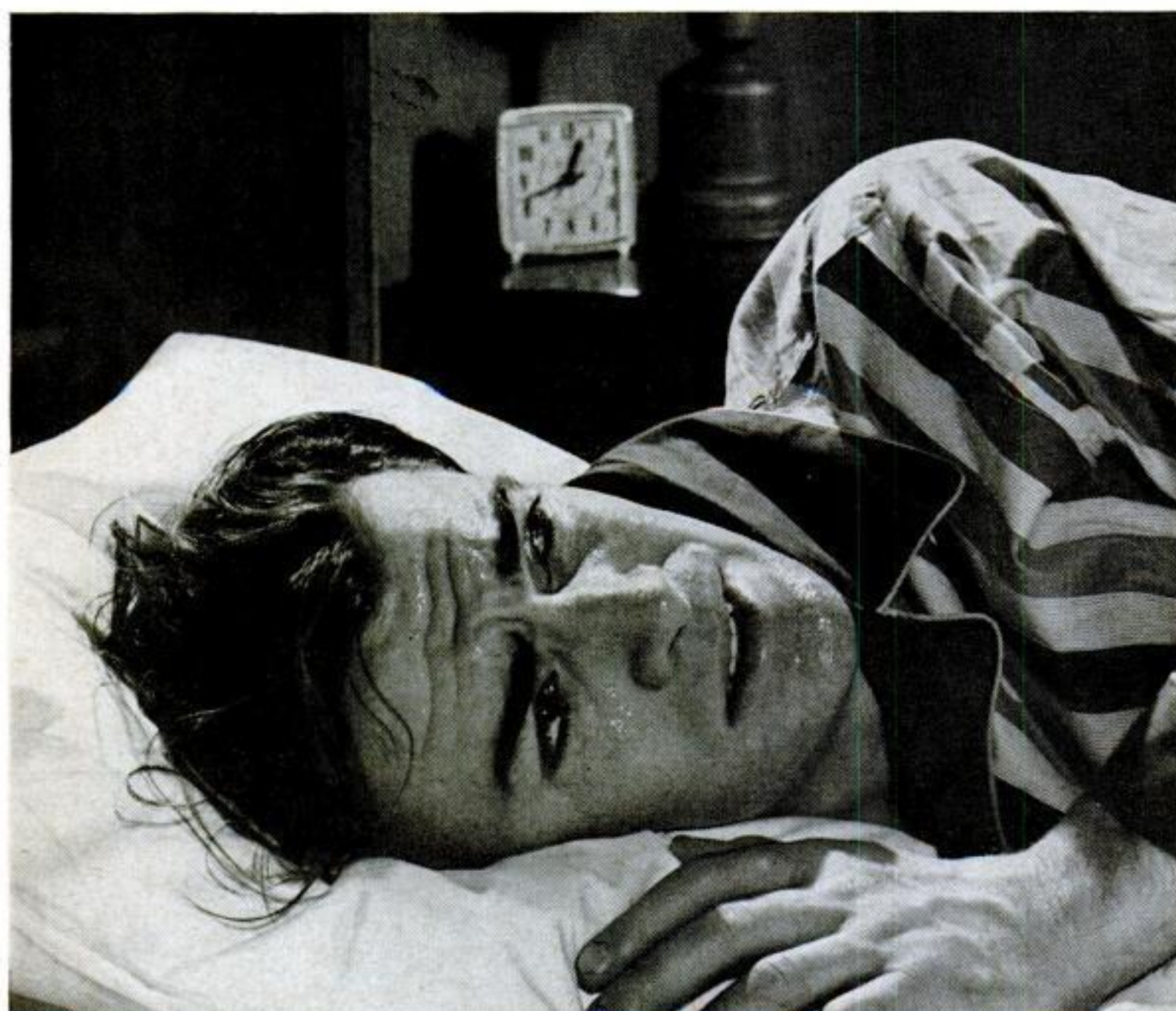
Real smoking pleasure...
plus the greatest health protection in cigarette history.

This One

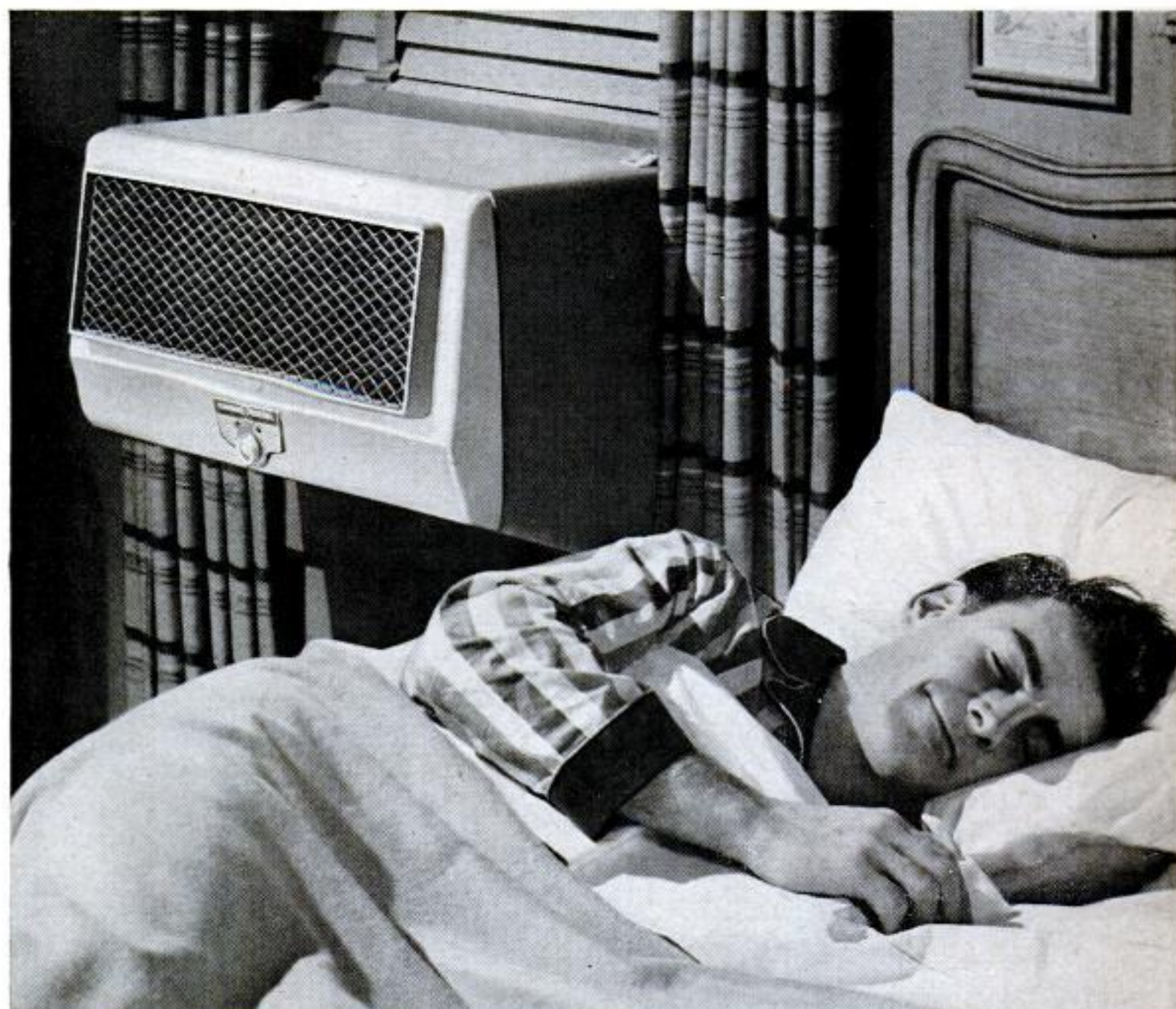


WHY SWELTER THROUGH ANOTHER HOT SUMMER?

Sleep in cool, cool comfort with a dependable General Electric Room Air Conditioner!



No more sleepless nights. You won't twist and turn all night long on soggy sheets when you own a G-E Room Air Conditioner. There's no mugginess. You enjoy cool, even temperatures. You breathe clean, filtered air.



You sleep relaxed—awake refreshed. In addition to cooling, a G-E Air Conditioner filters out dust and dirt. Reduces pollen. Kitten-quiet operation assures you of undisturbed sleep.

ABOUT
\$390*
WEEKLY

G-E automatic temperature control—
set it as you desire—cooling effectiveness
is controlled automatically!



THE instant you switch on your G-E Room Air Conditioner, refreshingly cool, de-humidified air flows into the room. You simply set the control—cooling adjusts automatically to temperature changes.

For home or office. Choice of two models to provide cool, cool comfort for rooms ranging in size from approximately 300 to 500 sq. ft. Each model has a dependable, factory-sealed refrigeration unit with a 5-year warranty. Easy installation, no expensive remodeling or plumbing is necessary. No water pans to empty, no TV or radio interference.

So why not sleep, work or just plain relax in true comfort. For modern air conditioning, insist on a General Electric Room Air Conditioner. See your G-E appliance dealer soon. Look for his name in your classified telephone directory. General Electric Company, Louisville 2, Kentucky.

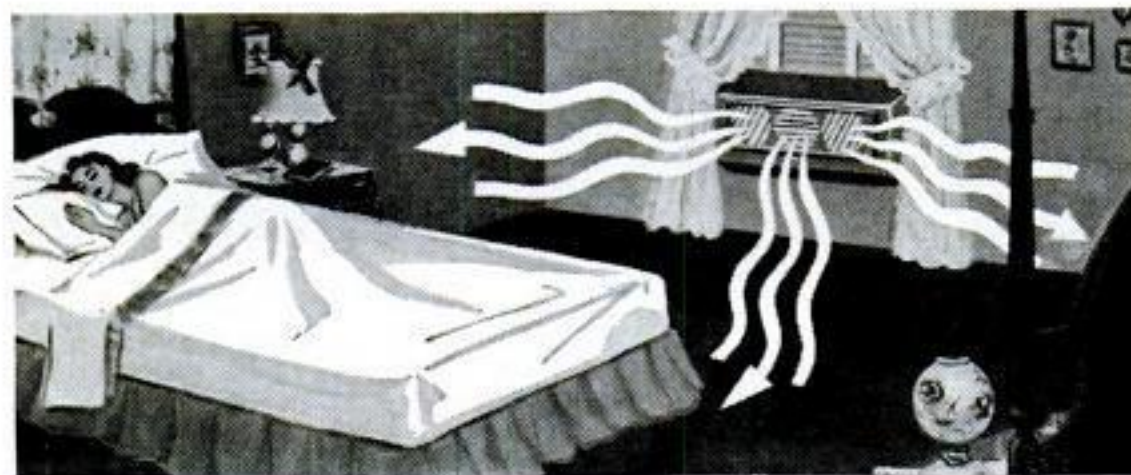


**ROOM AIR
CONDITIONERS**

*After small down payment. See your G-E dealer for exact terms. Prices and specifications subject to change without notice.



Removes up to 3 pints of water from hot, muggy air in the first hour of operation with model FA75A. You awake refreshed from a restful night's sleep in humidity-free comfort.



G-E gives you 3 air directors which send cool air to every corner of the room. Because you can direct the air, drafts and over-chilling are avoided. Efficient filters remove dust, dirt and pollen from the air. In a recent survey, 4 out of 5 owners reported that allergy sufferers in the family found relief with the G-E Room Air Conditioner.



Kitten-quiet and so very dependable. A General Electric Air Conditioner gives quiet, efficient performance. The factory-sealed refrigeration unit is backed by a 5-year warranty.

**General Electric
gives you these
important features!**

- Automatic temperature control at no extra cost.
- Kitten-quiet operation.
- De-humidifies as it cools.
- 3 no-draft air directors.
- 5-year protection plan on factory-sealed cooling unit.
- So quiet! So very dependable!

So quiet! So very dependable!

GENERAL  ELECTRIC



*"It's Uncle Bill, Mommy, and
he's singing 'Happy Birthday'."*



*"You've got a new grandson, Dad,
and Mary's just fine!"*



*"You're so nice to invite us.
We'll be there on the 8:15."*

Good News Travels Faster when you Call By Number

**You save time and speed your
Long Distance calls when you
give the operator the number
of the telephone you're calling.**

Here's a telephone suggestion you'll find helpful. Write down the out-of-town numbers you already know. If there's a new number you don't have—or an old one you've forgotten—be sure to add it to the list when the operator gives it to you. There's an attractive booklet for your telephone numbers waiting for you at your local Bell Telephone office.

BELL TELEPHONE SYSTEM...LOCAL to serve the community. NATIONWIDE to serve the nation.





The man who “wasn’t ready” to look ahead

*That was in 1933 . . . but
since then Frank Camin,
with his New York Life agent,
Claude Stubblefield,
has taken a new look . . .*

FRANK CAMIN is what you’d call a successful man. He owns a modern, comfortable house on Iowa Avenue, Fresno, California. He owns and operates a thriving barber & beauty supply shop in Fresno. He has an attractive wife and four children, of whom he is justly proud and for whom he provides a comfortable living.

If you asked Frank Camin today, he’d tell you that he owes a good share of success—and a tremendous amount of peace of mind—to life insurance. Which shows you how a man’s viewpoint can change over the years . . .

When Claude Stubblefield, a New York Life agent in Fresno, first spoke with Frank about his life insurance twenty years ago, Frank’s first impulse was to turn him down. Frank was only twenty-three years old. He was single. He had no special family responsibilities. His salary, as a clerk in a local barber & beauty supply shop, was modest, indeed.



Peggy and Albert, the two older children, are avid stamp collectors, great ping-pong enthusiasts. Both like to help their Dad at the store after school—Albert “learning the business,” Peggy trying out new beauty preparations her father sells.

And so his answer to Claude Stubblefield was, "What's the point of *my* having life insurance? I'm not *ready* for it yet!"

However, one of the things Claude Stubblefield had told him about life insurance did appeal to him. That was the fact it builds up cash value as the years go on. And Frank Camin, at twenty-three, already had visions of someday owning a store of his own. It was that incentive, more than anything else, that made him change his mind and take out his first New York Life policy. It was a small one, to be sure—but it was a start.

About two years after that, Frank married and began establishing his own home, began casting about for ways to progress in business. Within a few years he was able to "buy into" another firm as partner, and just before the war he finally went into business for himself in a small way.

While he was in the service during the war, his wife Ruth looked after the children and managed the store. Since the war all of Frank's efforts have been directed toward building up his home and enlarging his beauty supply business.

Meanwhile, as the years went by, Frank Camin and Claude Stubblefield met and revised their original life insurance plan a dozen times or more. As each of the four children arrived, a small policy was taken out to serve as the foundation for "college money" later on. Frank's own life insurance was increased several times. His Government Insurance was converted into ordinary life and included in the over-all plan. Social Security was "figured in." As the needs of the Camin family changed and Frank's investment in his business increased, his insurance program was changed to fit.

To Frank Camin, owning life insurance has already proved its worth many times. At one point just after the war when he had an opportunity to expand his business, a loan on his New York Life insurance policies helped make it possible. A little over a year ago he was again able to take advantage of a chance to increase his inventory—and his earnings—in the same way. Meanwhile, he enjoys an excellent credit rating, because of the added financial backing his life insurance gives him.

If Frank Camin were by any chance to die prematurely, here is what would happen: Ruth Camin and the children would have a monthly income of \$300 for ten years—until Albert, the oldest, is through college. Their home would be theirs, free and clear. And a special New York Life policy for an additional \$10,000 would take care of any business indebtedness and see that the store, too, would go to his family intact and free of any encumbrances.

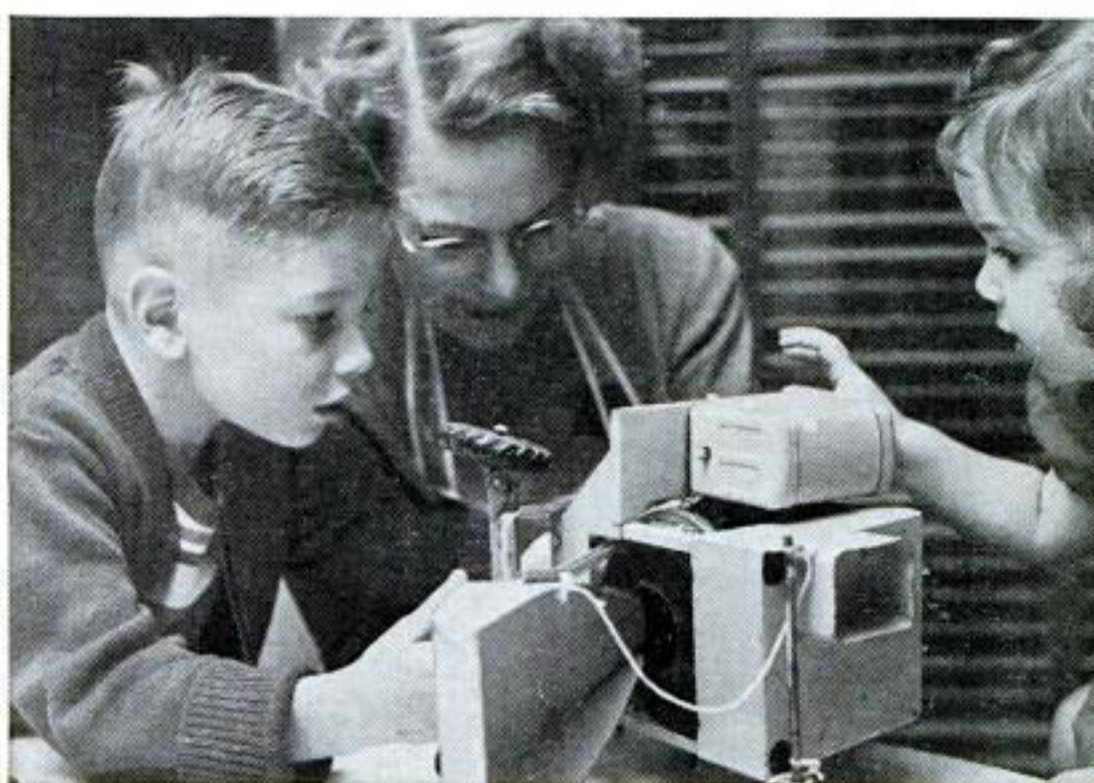
Or if Frank and Ruth Camin live to retirement age, they will then be able to sell the business, or turn it over to the children, and live comfortably on the income their security program will make possible.

If you would like to find out about starting some long-range plans for the protection of your family or the establishment of financial security for your own later years, write today for our free booklet, "Planning Your Family's Security."

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.



It's not easy to take long vacations when you run your own business. For relaxation, Frank Camin enjoys gardening, likes to take his family picnicking on the beautiful hills outside Fresno when he can.



Neil, the younger boy, is at an age when all things mechanical appeal to him, insists that his toys be kept in working order.



Ruth Camin does up Peggy's hair while her daughter reads—will let her try out a new hair drier Frank has just brought home for "testing."



Meetings like this between Frank Camin and his New York Life agent, Claude Stubblefield, have thus far resulted in a well-knit security program for Frank's wife and family, will help make it easy for his children to take over the business when they grow up.



All names and statements in this advertisement are authentic, and are published by permission.



That stale and furry morning taste is a sure sign of bad breath

Don't take "morning mouth" to work with you—

Take the wonderful, clean, fresh feeling that Chlorodent gives you

YES! You'll discover a wonderful, clean, fresh feeling in your mouth the first time you use Chlorodent toothpaste.

You'll *know* from this fresh taste that your breath is sweet and your whole mouth clean.

You see, Chlorodent is a chlorophyll toothpaste. It gives you the full, mouth-freshening benefits of chlorophyll, which *no white toothpaste offers you.*

What is more, *no chlorophyll toothpaste will brighten your teeth as well as Chlorodent.*

And with good reason. Chlorodent has *two* patented cleaning ingredients.

One is an exclusive foam-type cleaner that reaches every nook and cranny of your mouth.

The other is a patented polishing agent that a midwestern dental college found brightens teeth as well as any toothpaste can.

So be sure to get Chlorodent. Remember,

CHLOR-O-DENT. Feel how fresh it leaves your mouth. Instantly. For hours. You'll find it does all we say—or we'll refund your money, plus postage. Lever Brothers Company, Lever House, New York 22, New York.

Save 33¢—the big, *new* Economy size Chlorodent for 89¢ saves 33¢ compared with our small size. At most drug counters. Great for families—children love this good-tasting, new *green* toothpaste.

See how clean and fresh
your mouth feels with...



Copyright, 1953, by Lever Brothers Company

Contains water-soluble chlorophyllins

"I couldn't tell it from a sparrow!"



"'Quick, Mother! **It's over on that bush!**' Peggy pointed to the brown, speckled-breasted bird that had been giving us a glorious concert. 'What kind is he, Mom?' she asked. Frankly, I couldn't have told it from a sparrow! So I said, 'Let's look it up in World Book.'

"The minute we got in the house, Peggy hunted up the Bird article. There, among the beautiful color pictures, she found it—the brown thrasher. Then she went on to read about how birds fly, how

they live and raise their families, their importance to man. Once again, World Book had done more than answer Peggy's question—it had inspired her to explore a whole new field."

World Book's fascinating material on birds, flowers, trees, insects—all of Nature's wonders—can spark an interest that lasts a lifetime. It encourages the summertime reading habits that teachers recommend, and can give your children a real headstart for fall.

Bring these 19 wonderful volumes into *your* home! You'll all share and love this *family* encyclopedia. And you'll find out why more families buy World Book than any other encyclopedia!

Field Enterprises, Inc., Educational Division, Merchandise Mart Plaza, Chicago 54, Illinois. Also publishers of Childcraft—America's Famous Child Development Plan.

19 VOLUMES—PRESIDENT BINDING
\$10 down, \$10 a month **\$129⁰⁰**

World Book ENCYCLOPEDIA

1st Choice of America's schools and libraries! *Ask any teacher or librarian.*

Want a lifetime career with good pay, future security? Discover how all this can be yours as a World Book representative. Write Mr. George M. Hayes, World Book, Dept. 247, Box 3565, Chicago 54, Illinois.

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Write today for your copy of World Book's valuable free booklet, "How to Help Your Child Win Success."

Address: Mr. George M. Hayes
World Book, Dept. 147, Box 3565
Chicago 54, Illinois



Here's how DODGE gives you

New Mastery of the Road!

Powerful! Thrifty! The nimblest car on the highway!

Come discover for yourself the great Dodge V-Eight that *outperformed all other 8's* in the Mobilgas

Economy Run. Test the reserve of safety-power that gets more action from every drop of gasoline.

Feel the new maneuverability and handling ease that make light of traffic. See how Dodge snugs down on curves like a true sports car. It's all yours...

at new lower prices...in the sensational new Dodge—

The Action Car for Active Americans



CORONET V-EIGHT CONVERTIBLE

Dependable



DODGE

V-Eight or Six



On Hills — Your 140-h.p. Red Ram V-8 engine takes grades in stride. There's no strain, no labor! You always feel you have power to spare—and on "regular" gasoline, too! Dodge is America's top economy 8.

In Passing — Your Dodge V-8 provides you with a magnificent reserve of power to help you pass cars more safely, more confidently. And Gyro-Torque Drive with "Scat" gear really jumps you ahead.

On Curves — You enjoy a new sense of control. New "Stabilizer" suspension cuts sway, tames roll. Chassis is action-designed, more rigid and rugged. Oriflow ride-control levels the road for comfort and safety.

Mobilgas Economy Winner — Dodge tops all other 8's in the famous 1206-mile Mobilgas Economy Run! Over winding mountain roads, on high-speed highways, through city traffic... the Dodge V-8 proved its economical mastery of the road.

Specifications and equipment subject to change without notice

LETTERS TO THE EDITORS

ACADEMIC FREEDOM

Sirs:

The Whittaker Chambers article is excellent ("Is Academic Freedom in Danger?" *LIFE*, June 22). . . . While a certain amount of tolerance is needed in an honest search for truth, the kind that is so broad it refuses to take sides against injustice and sly deception is an even greater evil than intolerance.

Academic freedom does not mean teaching without regard for the ideals and principles of the free society in which we live. It involves presenting truth, not propaganda.

When academic responsibility fails it is time for an aroused public to demand their rights through their duly elected representatives.

L. OLIVER SMITH JR.
Assistant Professor of Chemistry

Valparaiso University
Valparaiso, Ind.

Sirs:

Chambers neglects to note that since people rarely read Congressional Records, they get their views more by headlines and the tenor of the times. Thus most professors "know" or "feel" it is safer today to keep your mouth shut, and if you open it not to support any liberal or leftist views. Let Chambers continue to remind us of the very real perils of the Communist left. Fanatical preoccupation with self-preservation will lead to loss of more valuable things, not merely academic freedom, but freedom.

RUSTUM ROY
Assistant Professor

The Pennsylvania State College
State College, Pa.

Sirs:

Teachers are public or quasi-public figures. Obligations parallel their rights. They who have the right of freedom of utterance in a classroom forfeit their right to a classroom when, on interrogation by appropriate authorities, they refuse to explain their conduct outside the classroom. The constitutional authority of a congressional committee to ask factual questions is absolute.

A teacher must accept the hazards of his profession. Teaching is not a profession that confers immunity to social duty or to the ethics of civil society. Teachers are not privileged persons who can claim academic freedom when they deny freedom to seekers of the truth.

HARRY R. WARFEL
Professor of English

University of Florida
Gainesville, Fla.

Sirs:

While some Americans who in some bygone year innocently lent their names to a Communist cause are being hounded, you choose to glorify a man who—in rational mind and in full maturity—gave the best years of his life to serving the Soviet espionage machine. Thanks for the crumbs he throws in our direction: "liberals are not Communists."

JOHN ROY CARLSON

New York, N.Y.

Sirs:

I thank Mr. Chambers for helping me to get on the right side. Everyone seemed afraid to agree with our investigating congressmen including the newspapers. I understand the situation a lot better.

MRS. DOROTHY M. BRAXTON

Detroit, Mich.

Sirs:

It is very encouraging at this time to have one intellect who can hit the nail on the head.

ROBERT HIGGINS

Cedar Grove, N.J.

Sirs:

Whether working actively as a traitor or writing *Witness* or this piece for your magazine, he is dead sure everyone is dead wrong who doesn't agree completely with his absolute-of-the-moment.

ELIZABETH MCBROOM

Los Angeles, Calif.

Sirs:

The article is extremely well done, and I commend you for making it available to the American people. It

is clear, calm and full of human kindness. No one but Whittaker Chambers could have written it. You deserve gratitude for making use of him.

HENRY REGNERY

Chicago, Ill.

Sirs:

Maybe Whittaker Chambers is St. George. If so I wish you had the sensibility to realize that many of us, your gentle readers, keep our own dragons. Because ours are smaller is no reason we have to keep hearing about his, which died some time ago.

JOHN G. HOLMES

Poughkeepsie, N.Y.

Sirs:

When a mob is in action the number of its leaders is less important than the nature and consequence of their influence. The extent of the influence of those now alleged to be threatening academic freedom is not to be measured by the number of investigating congressmen, nor even in the comic or unpleasant posturings of local vigilante groups, but in the confused and suspicious attitude of the American public. A citizenry led to mistrust academic freedom by some political leaders and some of its press is only too likely to rise in righteous panic and crush those freedoms. If academic people seem oversensitive, it is because they occupy exposed positions, and in a general attack are not only the first to fall but may fall long before their fellow citizens discover an assault is under way. Though Mr. Chambers would have us believe alarms from academic outposts are false, his "argument" fails to support that conclusion.

C. DOUGLAS MCGEE

Cambridge, Mass.

Sirs:

The biggest lesson of Mr. Chambers' article is that recent conduct by some American intellectuals is the worst enemy of the reputation and privileges of all of us. In a time when the rights of the mind depend principally on their country they have alternately palliated treason and taken querulous fright, connived at concealing opinions, put the immunities of their guild above their duties as citizens and, out of pride or political peculiarity, defied the laws of the land.

As soon as their own business comes under scrutiny they condemn as monstrous the inquiries which they generally applauded when directed to the business of the businessman.

Their baldest fallacies are: contention that recourse to the Fifth Amendment has no tendency to prove guilt, and ridicule of the principle of "guilt by association." The first is a sophistry. The logical laws of evidence do dictate that a man who refuses to say whether he is guilty, on the ground that what he said might indicate he is guilty, is probably guilty. As for "guilt by association," to sneer at it is like sneering at "guilt by fingerprints." Having Red friends may be no more a crime than having one's fingerprints on the murder weapon, but either may be cogent evidence of crime or at least of culpable indiscretion.

Most college teachers, to do them justice, know better than their cantankerous spokesmen and let themselves be counted with the disloyalists and sophists only because they dread the opprobrium of the loud minority. If academic freedom is to be defensible it is time for us to disown this ignoble cult of solidarity.

DONALD CARY WILLIAMS
Professor of Philosophy

Harvard University
Cambridge, Mass.

Sirs:

When people speak of witch-hunting they usually have in mind Senator McCarthy, though Chambers brushes McCarthy off as a threat to academic freedom on the specious grounds that he is not a member of either major committees investigating Communism in education. The limited virtues of Messrs. Jenner and Velde have been lost, for McCarthy has been busily investigating people, and not in any spirit of impartial fact-finding.

Though there was something to be investigated the people who could have done so fairly—most Democrats and the liberal Republicans—failed to do so vigorously, so the investigation long ago got into the hands of questionable characters. . . .

L. SPRAGUE DE CAMP

Wallingford, Pa.

Sirs:

A newspaper clipping, which reported on a criticism of Senator McCarthy by Freedom House, was used in a montage illustrating the article. It left the impression that those of us who oppose Senator McCarthy are also opposed to legislative investigations.

This certainly is not true of Freedom House. There is no doubt in my mind that widespread criticism of Senator McCarthy has caused the committee investigating our schools to be more cautious, to protect the innocent while searching for the guilty.

GEORGE FIELD
Executive Secretary

Freedom House
New York, N.Y.

Sirs:

Witness (and participant) Chambers' description of congressional investigation procedure was accurate enough as far as it went. But he failed to mention that information turned up by these committees is often already known to the FBI, or that public parading of it is irrelevant to normal duties of Congress as long as that body shows no sign of considering legislation on the subject.

Instead of digressing about "the liberal neurosis," Mr. Chambers would have done better to examine what actually is happening to the academic community. The fact is that these investigations are creating a false impression in the public mind that is being used by local vigilante groups in attempts to coerce and suppress normal academic activity and to create a climate antagonistic to thinking itself.

The real impropriety was pointed out by Henry R. Luce on June 18, when he told a Temple University audience that "we in America have developed a form of brainwashing" called anti-Communism, which is "for millions of Americans a substitute for thinking."

GEORGE E. AGREE
Executive Secretary

National Committee for an Effective Congress
New York, N.Y.

Sirs:

Mr. Chambers' article is timely and soberly written. We must all be thankful for his contribution. But with all their grim necessity such investigations arouse and feed upon suspicion and mistrust; they inflame passion and prejudice. A little more "liberal neurosis" in Germany might have checked Nazism at its inception. The liberal must warn that in the struggle for survival we may sell our soul.

Certainly we must uncover and prosecute those who intend the violent overthrow of our government. But we must resist with all our strength the self-righteousness and assumed importance, the political opportunism of those who would have us believe these skirmishes constitute the real war against Communism. The "liberal neurosis" is trying to lift the vision of shortsighted men who have little or no understanding of the conflict of ideas, of why men become Communists, why they are disillusioned and how we may enlist these factors in the cause of freedom.

NORMAN K. GOTTWALD

New York, N.Y.

CONTINUED ON NEXT PAGE

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your dog-

with **K**rispy, **K**runchy

Kliz DOG CANDY

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The exciting taste of **KLIX** "wows" dogs and cats of all ages! *Made without sugar.* Veterinarian-approved ingredients provide vitamins and energy that pets need, and the *special shape aids easy chewing. Feed **KLIX** freely... your pet will love it—and you!



for cats and kittens, too!

ANOTHER FINE FRENCH'S PET PRODUCT



LETTERS TO THE EDITORS CONTINUED

MATERNITY DRESSES

Sirs:

The attractive gown, modeled by Dorothy McGuire ("A Star's Maternity Dresses," *LIFE*, June 22), could not have been "copied from Empress Josephine's maternity dress." Napoleon divorced her because she had no children. His desire for an heir was eventually satisfied when he married Marie Louise of Austria who bore him a son.

MARGOT R. HENSCH
Buffalo, N.Y.



● Since she had two children by a previous marriage, Josephine convinced Napoleon it was his fault—not hers—that she could not give him an heir. He disproved this by having an illegitimate child and determined to dissolve their marriage. Josephine swooned (*above*) when he gave her the news.—ED.

EDITORIAL

Sirs:

Many of us at the grass roots have been profoundly disturbed by rising emotionalism between the A.M.A. and the public. Unfortunately you only compound the confusion ("Watch It, Doc," *LIFE*, June 22).

High-grade medical service is a very expensive commodity. It simply cannot be legislated into cheap abundance. Our basic goal must be to nourish and expand quality. Forces that threaten dilution should be countered for the good of society....

LESLIE G. KINDSCHI, M.D.
Monroe, Wis.

Sirs:

My, how ecstasy carries you off when you pontificate on things spiritual, moral and medical....

EDWARD PARNALL, M.D.
Albuquerque, N. Mex.

Sirs:

There are doctors who do make errors. Your editorial implicates all the medical profession. It and other articles in popular magazines may, if continued, tend to harden the vast majority of doctors who are attempting to render the best and most equitable kind of medical care, making them feel that, since "absence makes the heart grow fonder," perhaps they should do as you have suggested, "hang up their stethoscopes (and their megaphones) and retire to the culture of petunias."

LESLIE B. SMITH, M.D.
Phoenix, Ariz.

Sirs:

Your editorial is downright prophetic. I have barnstormed for years

against socialized medicine, often referring to Canute as you did. But now with the pyramiding of surgical and hospital fees, the skyrocketing costs of drugs, we are witnessing the rapid demise of medicine as a private enterprise. If we succeed in pricing our product beyond reach, we must expect government to take it over and through taxation make it generally available. Please continue to remind us to "watch it, doc."

CHARLES B. HOLLIS, M.D.
Philadelphia, Pa.

PHOTOGRAPHERS RIBBED

Sirs:

The ball-and-chain darkroom technician, the neatest bit of photographer-ribbing Goodman's fun (*Speaking of Pictures*, *LIFE*, June 22), certainly rang a gong with me. The photographer takes the picture. But we, mister, we make it. You say we "cheerfully bear complaints" of photographers? We could sometimes just as cheerfully beat their brains out. The credit-taking, big money-making, ungrateful wretches....

L. W. FRITH
Harlingen, Texas

FISH HATCHED IN MOUTH

Sirs:

Having had a lifetime of experience in photographing fish I can well appreciate Wallace Kirkland's wonderful illustrations for "Fish Hatched in Father's Mouth" (*LIFE*, June 22). ... I only regret you did not mention that *Tilapia macrocephala* is a well-known aquarium fish which is easily bred.

WILLIAM T. INNES
Editor

The Aquarium
Philadelphia, Pa.

THE CAPYBARA

Sirs:

I noted your picture of the capybara ("Biggest, Dumbest Rodent," *LIFE*, June 22) with more than casual interest. I know capybaras intimately, having lived among and eaten them in Bolivia and Brazil. They are not stupid. What else is there to do in the Bronx Zoo but stare "dully out into space"? The capybara lives along riverbanks and his enemies are jaguars, anacondas and alligators. He is utterly defenseless but he survives. One cannot hunt or get near him unless he is asleep. But in the zoo he is not in danger. His imagination has stopped.

CHARLES JOHNSON POST
Bayside, N.Y.

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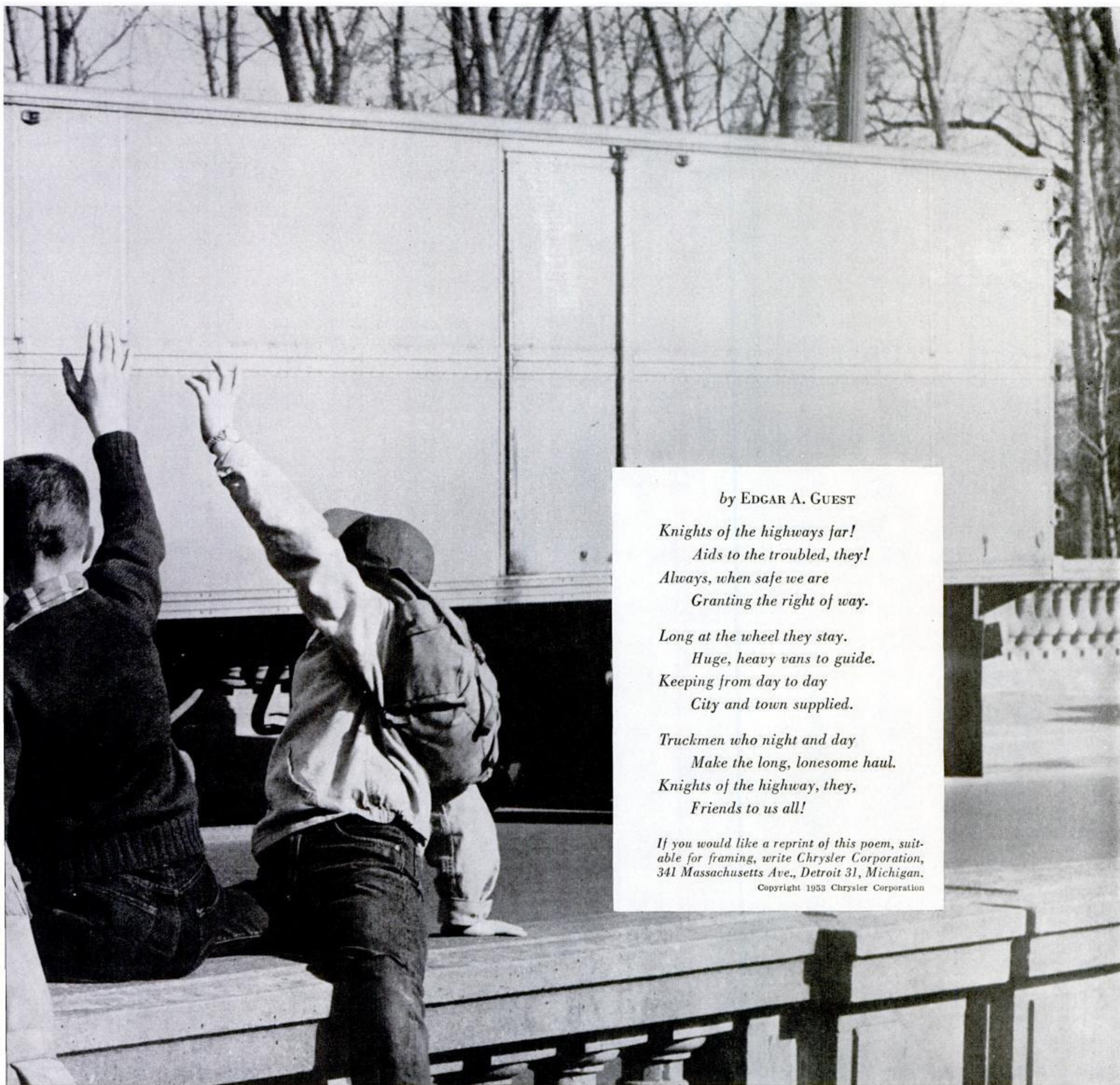


IT'S LATE afternoon as he heaves his weight behind the wheel and kicks the starter. Silently he meshes gears and eases away from the loading dock with 20 tons of steel and cargo right on his heels. He grins broadly to himself and heads for the open road. Suddenly he sees the kids, a covey of eager boys, eyes glistening as they hear the throaty music of his engine. He leans on his air

horn and waves, and the steel of his cab glistens in the sun as he thunders by. And then, he's gone.

Maybe he checked out from Winston-Salem or Topeka. Maybe San Francisco or New York. But what happens from here to his destination is more than a story that can be told. It's a feeling. It's an experience. It's something that's lived and breathed by these millions of men who are working for you, keeping their busy rigs rolling in town and out on the highway, 7 days a week.

We heard one say it this way. "You're a trucker and you see those big doubles highballing down the road. And you know this is it. You want to be in that cab more than anything else in the world."



by EDGAR A. GUEST

*Knights of the highways far!
Aids to the troubled, they!
Always, when safe we are
Granting the right of way.*

*Long at the wheel they stay.
Huge, heavy vans to guide.
Keeping from day to day
City and town supplied.*

*Truckmen who night and day
Make the long, lonesome haul.
Knights of the highway, they,
Friends to us all!*

If you would like a reprint of this poem, suitable for framing, write Chrysler Corporation, 341 Massachusetts Ave., Detroit 31, Michigan.

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You want to roll in the open with no one to boss you. You want to get tired, and snake down a crowded alley to the terminal, and angle 60 feet of steel and rubber back down a narrow slot right smack to the dock. You dump 20 tons right in the guy's lap. Then you're through. Then you can sleep. Until tomorrow and you're ready to roll again."

And, he does roll again. For here's a man that lives and loves his work. There are a hundred easier ways to make a living, and he knows it. But easy jobs are not his meat. He likes the feel of doing a hard responsible job—a job in the open—a job that's independent.

There's a lot to say about this man. We could tell you that he hauls 3 out of every 4 tons of freight in this country. We could show you the accident-free miles he's chalked up. The awards for safe driving and road courtesy. The citations for lives he's saved on the highways with skillfully applied tourniquets and improvised splints. But he wouldn't want us to. From us, he just asks cooperation on the highway. With a break from us, he'll be the most helpful and cooperative citizen on the road.

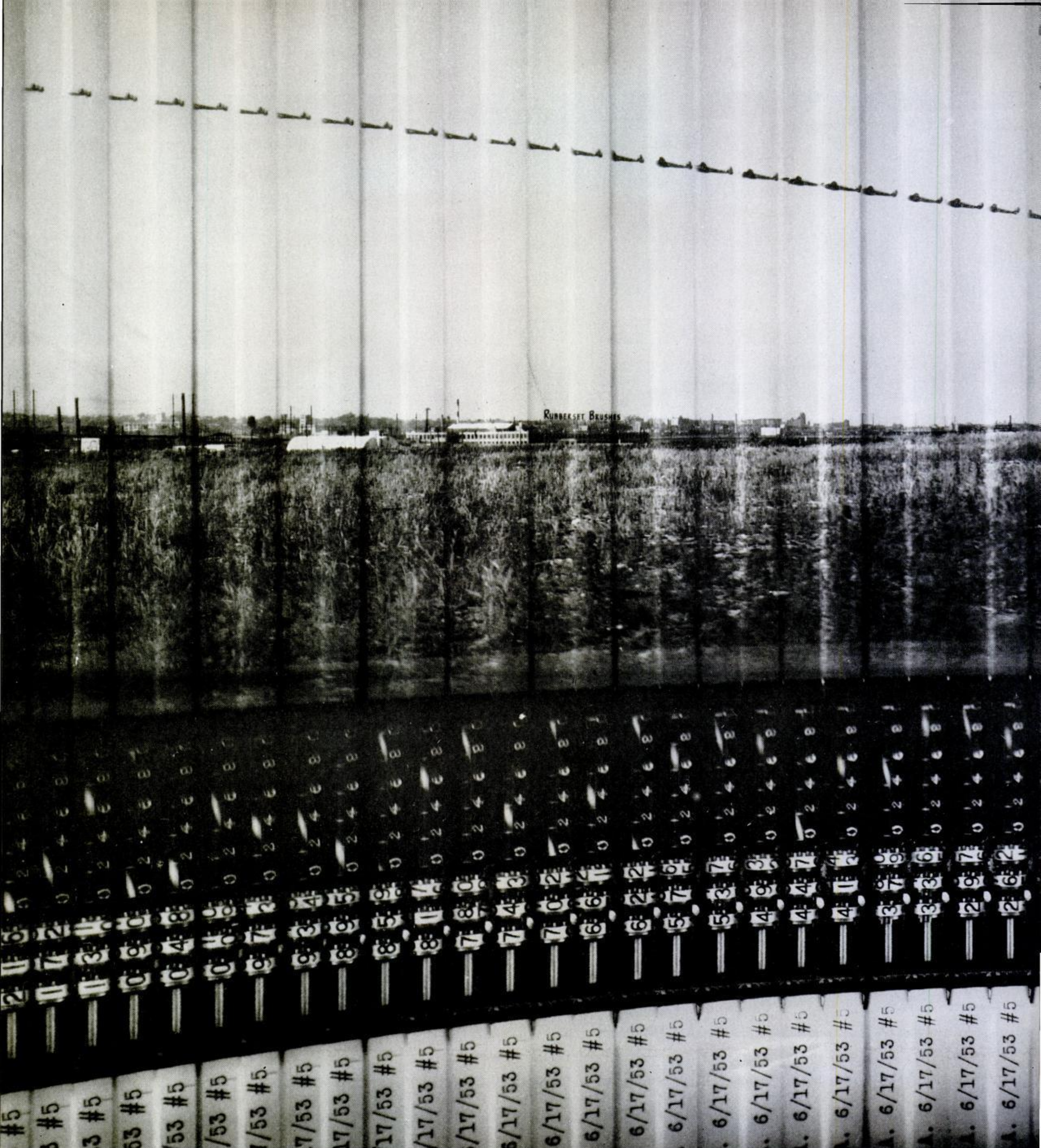
This is a tribute to the American truck driver. This is our thanks to a mighty "big wheel" in our lives, a man who helps keep every com-

munity and town and city in this nation alive, because of the job he does.

Won't you join us in a mental handshake with him next time you're on the road? Just flick your lights back as you pass him, and remember . . . when you open a can of food, or sit in your easy chair, or put on your coat, the chances are 5 to 1 that it got there faster, and safer, and cheaper, because this man is working for you.

This message about people we all like is presented by your PLYMOUTH • DODGE DE SOTO • CHRYSLER • DODGE "JOB-RATED" TRUCK dealers, and

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PICTURE WITH 53 VERTICAL EXPOSURES RECORDS THE 8° TAKE-OFF CLIMB OF A CONSTELLATION FROM AN ALTITUDE OF 150 FEET (RIGHT) TO 775 FEET (LEFT).

SPEAKING OF PICTURES . . .

... Multiple exposure plots plane path

The bewilderingly detailed picture above is the work of a revolutionary new camera called the Fairchild Photographic Flight Analyzer (*right*), which provides more precise measurements of the actual flight path of aircraft than have ever before been made. Here, in a print made from a single glass negative, the camera has made 53 different, slatlike exposures, accurately and graphically reproducing the path of a Constellation taking off from the Newark, N.J. airport. The picture shows, from the bottom up, the date and numbered designation of the flight run being photographed. Directly above is a device which records the time, exact to



FIGURES RECORDING TIME OF EACH EXPOSURE (BOTTOM) PROVIDE DATA FOR CALCULATING THAT SPEED OF PLANE ACCELERATED UP TO 140 KNOTS PER HOUR

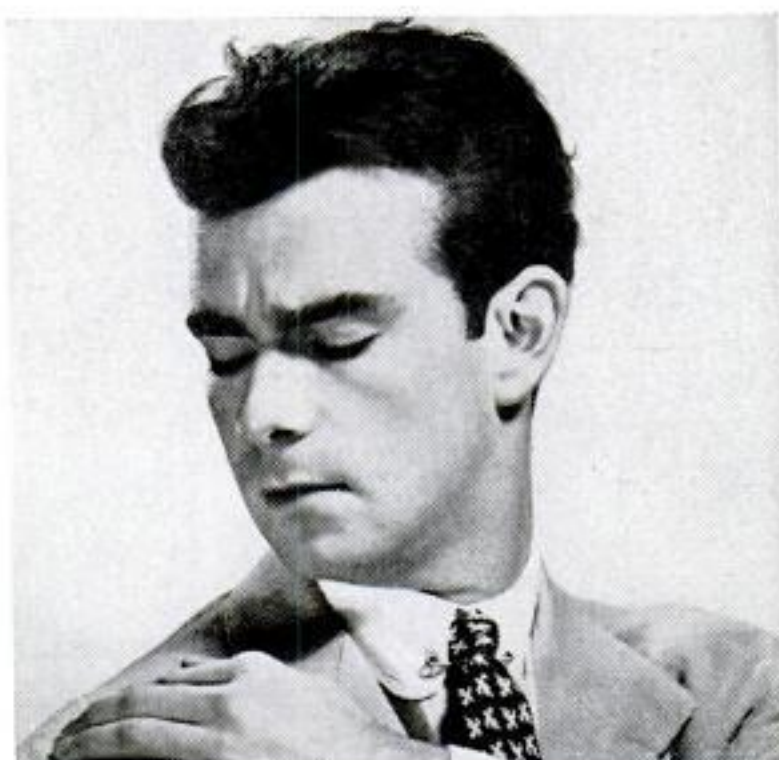
1/1,000 of a second, at which each vertical strip was exposed. The first numeral measures seconds, the next pair, hundredths of seconds, and the white blip over digits, thousandths of seconds. In the middle of the picture is the airfield and above it the plane climbing into the sky.

As the result of this and other pictures taken at Newark Airport, the Flight Analyzer, developed by Sherman Fairchild & Associates, has confirmed the efficiency of take-off procedures introduced by the airlines last month to get planes to higher altitudes more quickly and thereby greatly reduce the annoying noise for irritated residents on the ground below.

THROUGH BINOCULARS SHERMAN FAIRCHILD TRACKS PLANE WITH CAMERA →



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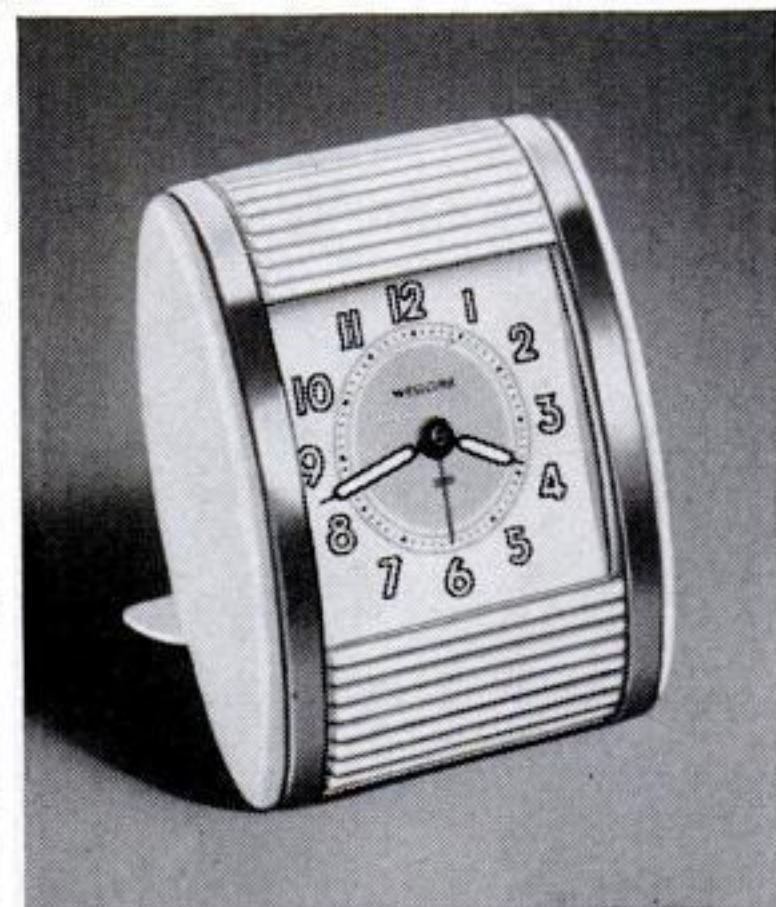
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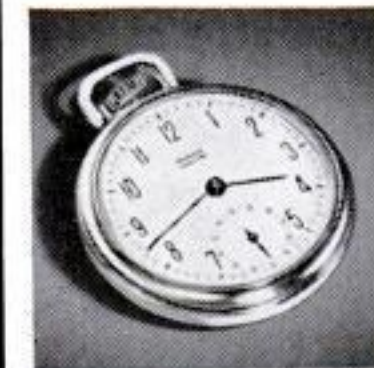
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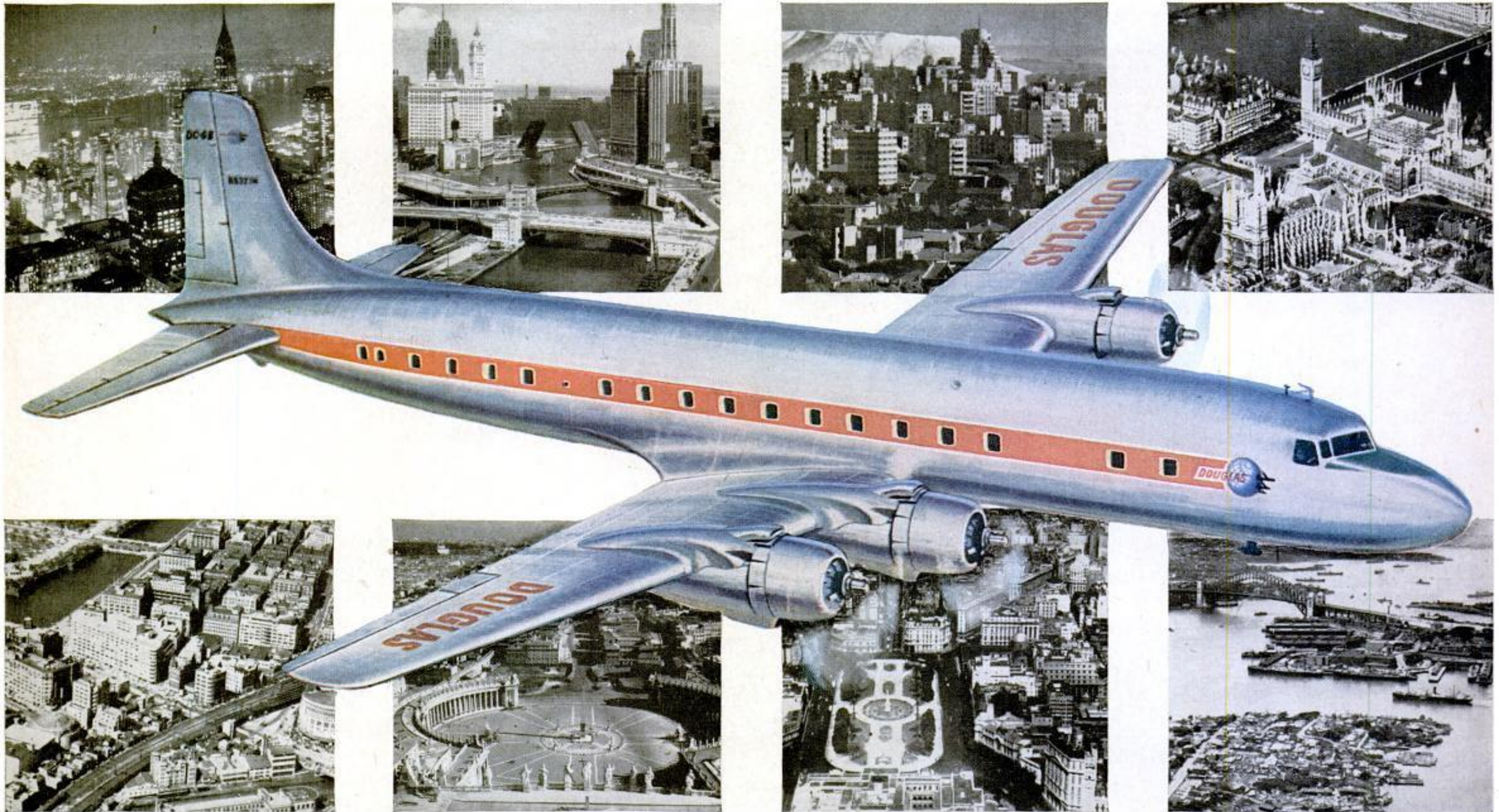
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Buenos Aires—population 3,366,693

Sydney—population 1,610,580

Add the millions in all these cities

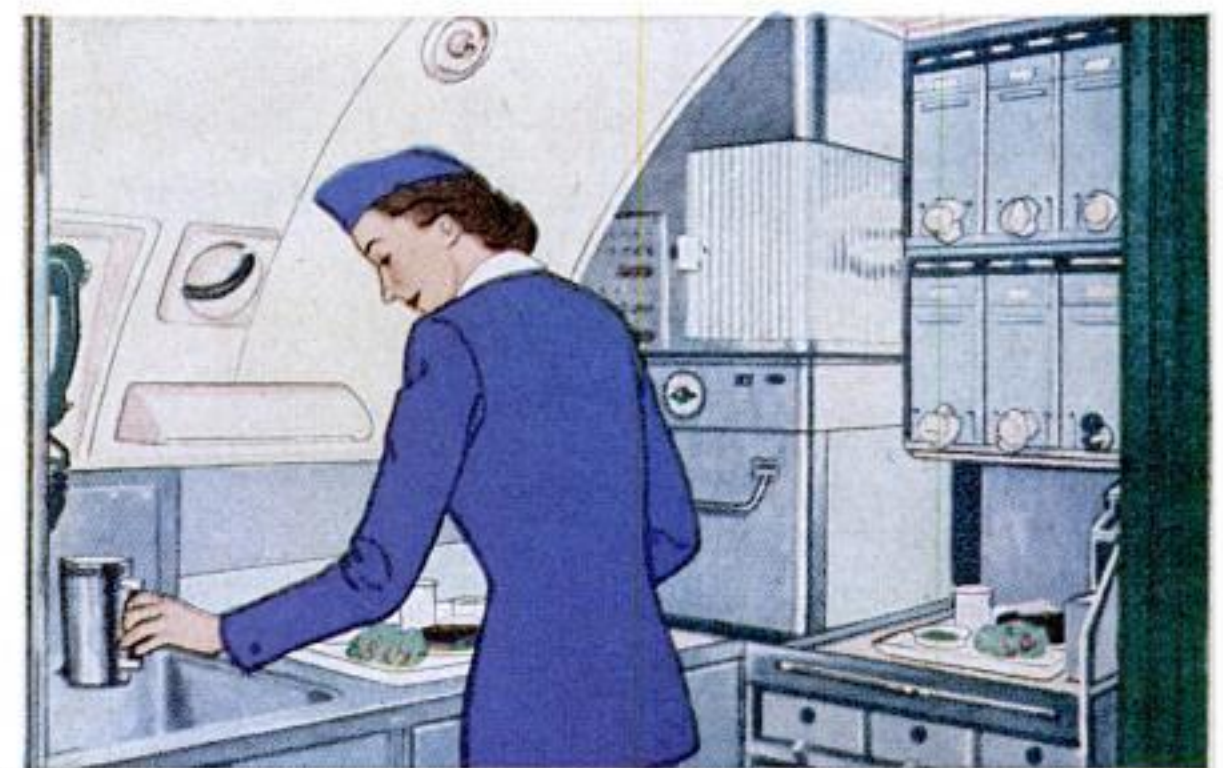
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A TRIP TO THE CITY OF ANGELS AND MARVELS

Like everyone who has ever seen the place, LIFE has been marveling for many years at the fierce growth of what is called, among less complimentary names, the City of the Angels. We find that when LIFE was a year old (and, with a circulation of only 1.6 million compared with over 5.4 now, had a lot of fast growing to do too) we ran four pictures of the lights of Los Angeles at night, showing the expansion from 1905 to 1929 (LIFE, Nov. 8, 1937). That was in connection with the planning of the big telescope on Mount Palomar, and we were reporting on the great things to be expected upon its completion in the fabulous future year of 1940.

In the autumn of 1943 Writer Roger Butterfield went to Los Angeles for LIFE and traced the history of the amazing city from a Spanish pueblo of 1781 through the establishment of the moving picture capital, the oil booms and the coming of the wartime airplane factory colossus. Butterfield marveled that the 3,156,000 Los Angeles residents were canning more fish than Boston, manufacturing more furniture than Grand Rapids, eating more chili with beans than any other city group and owned 4,072,500 orange



A CLOVERLEAF IN DOWNTOWN LOS ANGELES

trees and 3,646,042 captive rabbits (LIFE, Nov. 22, 1943).

These startling statistics were so quickly dwarfed that in our issue of June 10, 1946 we were telling about a new boom then going on in California—with Los Angeles getting the lion's share of the newcomers and grubbing out its walnut and fruit groves to make room for houses and drive-ins. Building volume was up 167% and some people were trying to discourage tourists from adding to the excitement.

In September of that year we were back in Los Angeles to examine the abominable parking problem and were back again in our July 11, 1949 issue to show a billion dollar freeway program with which the optimistic city was going to "solve" its traffic difficulty.

So with a warm spot established in our heart for Los Angeles, we can say that the city again has piled up such accomplishments

that faithful journalism demands another new look at it. You will find it on pages 23 through 29. And in this article you will find evidence that this is not the end of it. There are expectations of things to come which in all probability will call us back in future years.

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Only Lilt's new "Instant Neutralizing" gives you all these important advantages:

A new formula makes the neutralizer act instantly!
A new method makes neutralizing much easier, faster.
A wonderful *wave conditioner* beautifies your hair... makes it softer, more glamorous!

Beauty experts say you can actually *feel the difference!*

Yes, you can feel the extra softness, in hair that's neutralized this wonderful new Lilt way!

No test curls needed, either! Yet new Lilt gives the loveliest, most natural, easiest-to-manage wave... even on the very first day. The best, long-lasting wave too!

Everything you've been wanting in ease and speed... plus extra glamour for your hair!

HERE'S PROCTER & GAMBLE'S GUARANTEE —→

Your money back, if you do not agree that this brand new Lilt is the fastest and best Home Permanent you've ever used!



A NEW MAYOR



A NEW COUNCILWOMAN



... AND 400 NEW ANGELS EVERY DAY

Every day, including Saturdays and Sundays, is moving day in Los Angeles. One day last week two moves were of special enough interest to justify a close look at just how the "City of the Angels" is moving. Norris Poulson, the city's new mayor (*left, above*), accepted a 3-foot key from his predecessor, Fletcher Bowron (*right*), and moved into city hall. An attractive 22-year-old brunette named Rosalind Wiener moved into the city council to become Los Angeles' first councilwoman since 1917. But more significant was the fact that on that day some 400 new people from other parts of the U.S. moved into new homes in Los Angeles. The scene above represents a single day's moving into just one of the district's many such housing developments, the suburb of Lakewood.

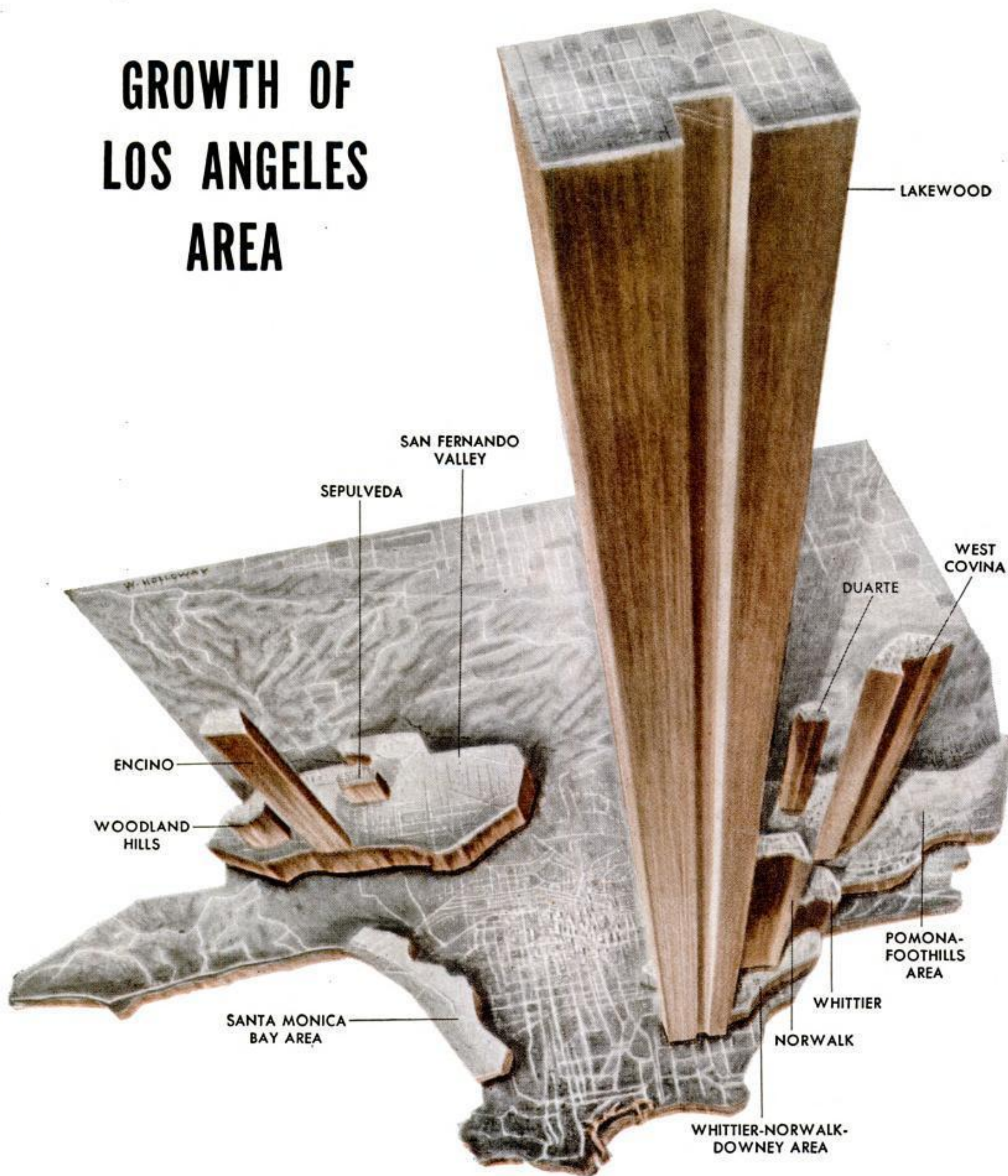
What is really startling about the influx is that an average of 400 people has been moving into the Los Angeles area every day for 13 years. Since 1946 Los Angeles' increase in population approximates the total

population of two Milwaukees. In terms of new houses built since the end of World War II the Los Angeles area has added more than two Pittsburghs. Alexander J. Stoddard, the city's superintendent of schools who once held the same job in Schenectady, N.Y., has found that he has had to add, in new school facilities and additional teachers, a school system about the size of Schenectady's every year for the last six years.

So far this year there seems to be no slackening of the pace, which is steadily shifting the population and economic balance of the U.S. westward. It brings plenty of king-size problems for Mayor Poulson and councilwoman Wiener and her colleagues.

By 1960 expansion at the present staggering rate will boost the population of Los Angeles proper—now the country's third largest city—by some 300,000 and swell the sprawling community of which it is the core to six million, making it the second largest metropolitan area in the U.S.

GROWTH OF LOS ANGELES AREA

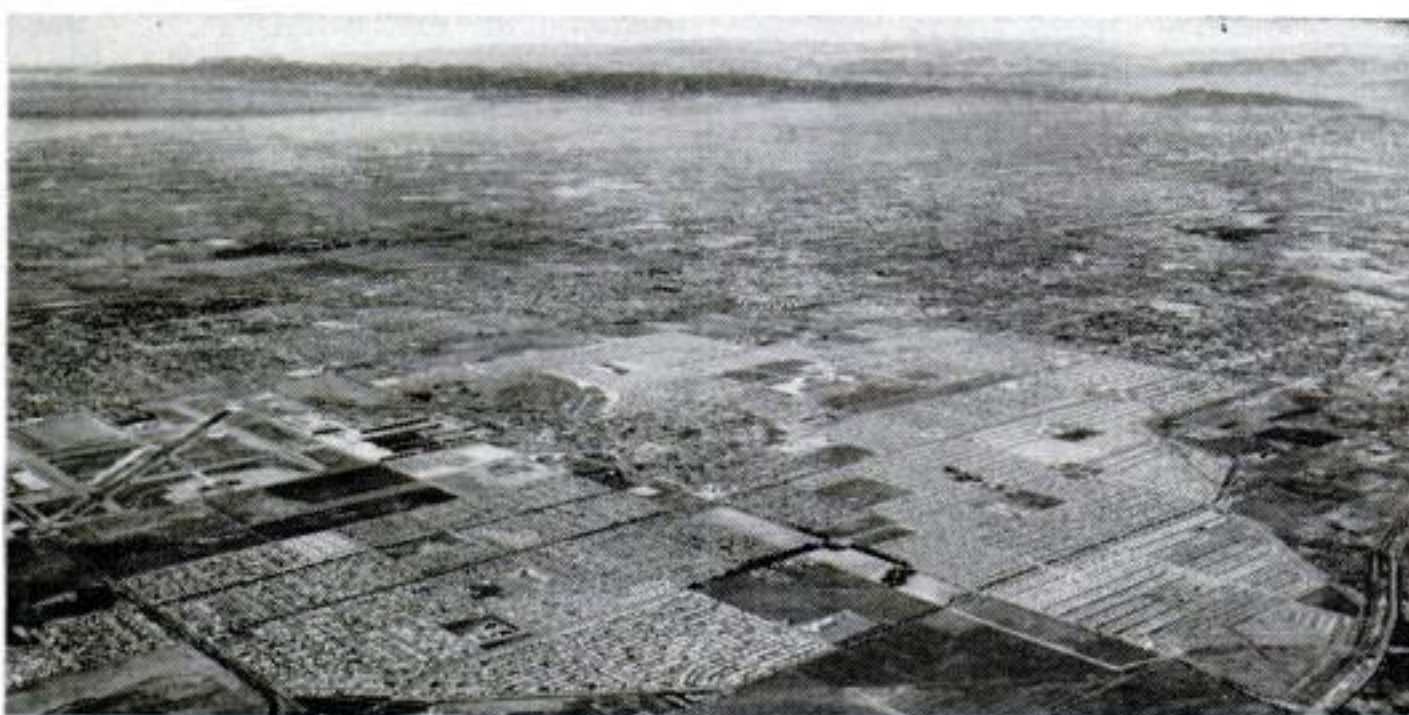


THE NEWCOMERS CROWD IN WITH READY CASH

Mapped above is the fabulous 4,083 square miles of Los Angeles County, showing the city itself surrounded by those suburbs and industrial areas which have shown the most remarkable growth. In rate of growth, Lakewood tops them all, having jumped from a population of 2,000 to more than 100,000 since 1940. Communities in the San Fernando Valley have been settled since 1940 by 327,000 people attracted

by new industries. The aircraft industry, L.A.'s largest employer, has boomed the population of cities in the Santa Monica Bay district.

Economically the newcomers are a special breed. Many of them have sold all their household goods before trekking west. They come into the area with ready cash and immediate needs, which make them rich prospects for the salesmen who greet them (above, right).



FROM THE AIR Lakewood part of the map at top is an enormous cluster of new houses. Beyond the ridge at left background lies the San Fernando Valley.



ONE FAMILY'S BESIEGERS, the salesmen who called on the Leo Fergusons the first week after they moved into Lakewood, marshal on the Fergusons' new front lawn. They represent not only the regular

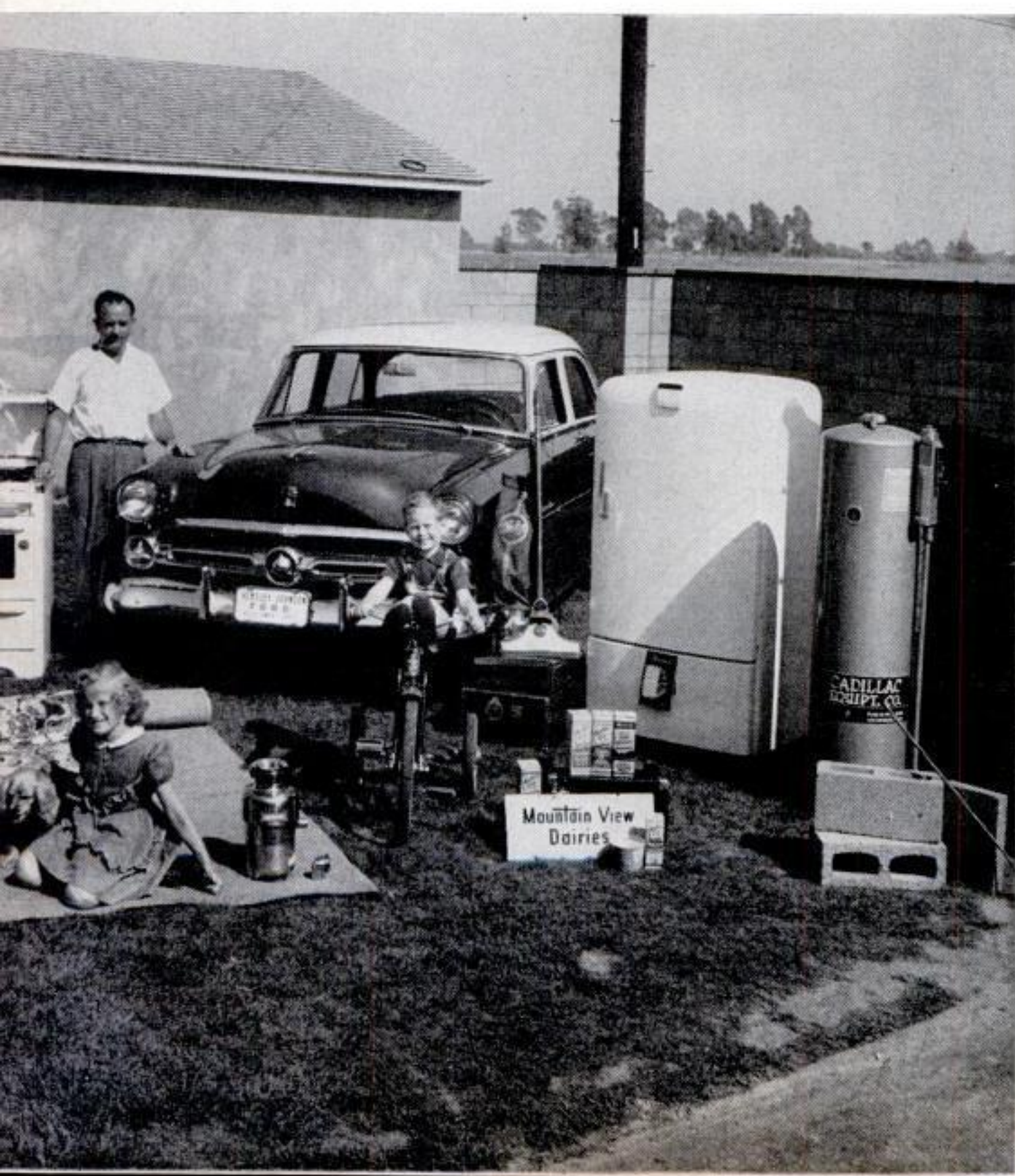




services like laundry, cleaning, milk and newspaper delivery but also such items as landscaping, insurance, sewing machines, cosmetics, shower doors, Venetian blinds and backyard fences. Even some

realtors dropped by to see if Ferguson cared to sell his house and make a quick few-hundred-dollars' profit. The Fergusons survey the scene from the front door. Mrs. Ferguson suffered constantly from

sinus trouble in Alton, Ill. and when her husband read an ad in a St. Louis paper for engineers needed by North American Aviation (F-86s), they quickly sold their household belongings and departed.



GOLDEN GARBAGE GRINDER is awarded the Fergusons when builders discovered they were the 10,000th family in Lakewood to order \$139.50 pulverizer.

ONE FAMILY'S PURCHASES are shown in Ferguson's new backyard. They include Ford for Leo Ferguson, bicycles for Ronald and Victoria and a tricycle for Larry, \$109 trumpet for Ronald, stove and refrigerator for Mrs. Ferguson. By cash and time payments they bought a \$10,290 house, \$6,800 additional goods.



BOUNTEOUS BOSS Robert P. McCulloch enjoys family lunch by his pool. Selling out in Milwaukee, he launched chain saw business in Los Angeles in 1946. It grossed \$23 million last year.

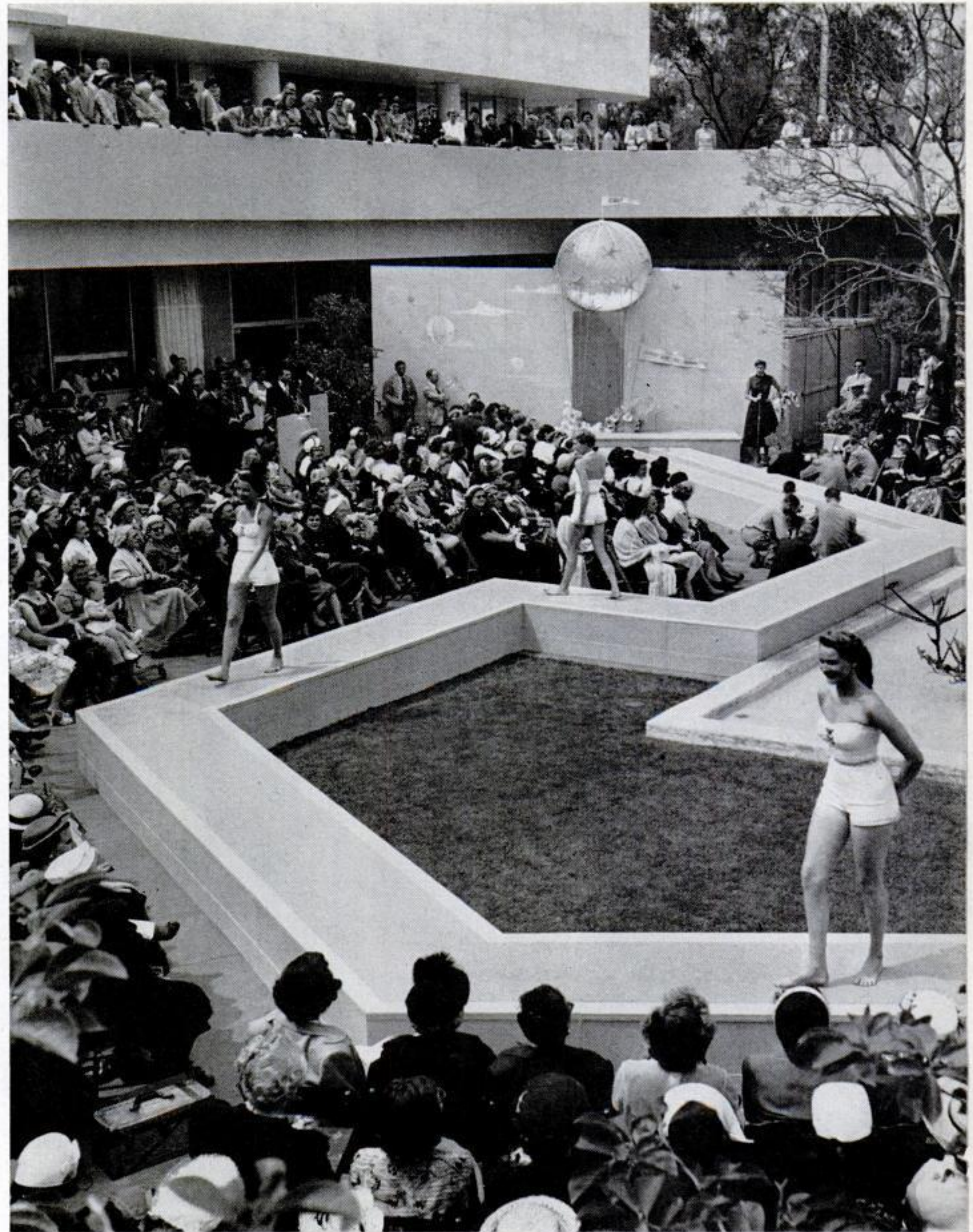


\$145-A-WEEK McCulloch tool and die worker, Rupert Bowdin, relaxes in own backyard (above). He takes his family on Sunday to patio cafe at the McCulloch plant (below), where steaks cost \$1.70.



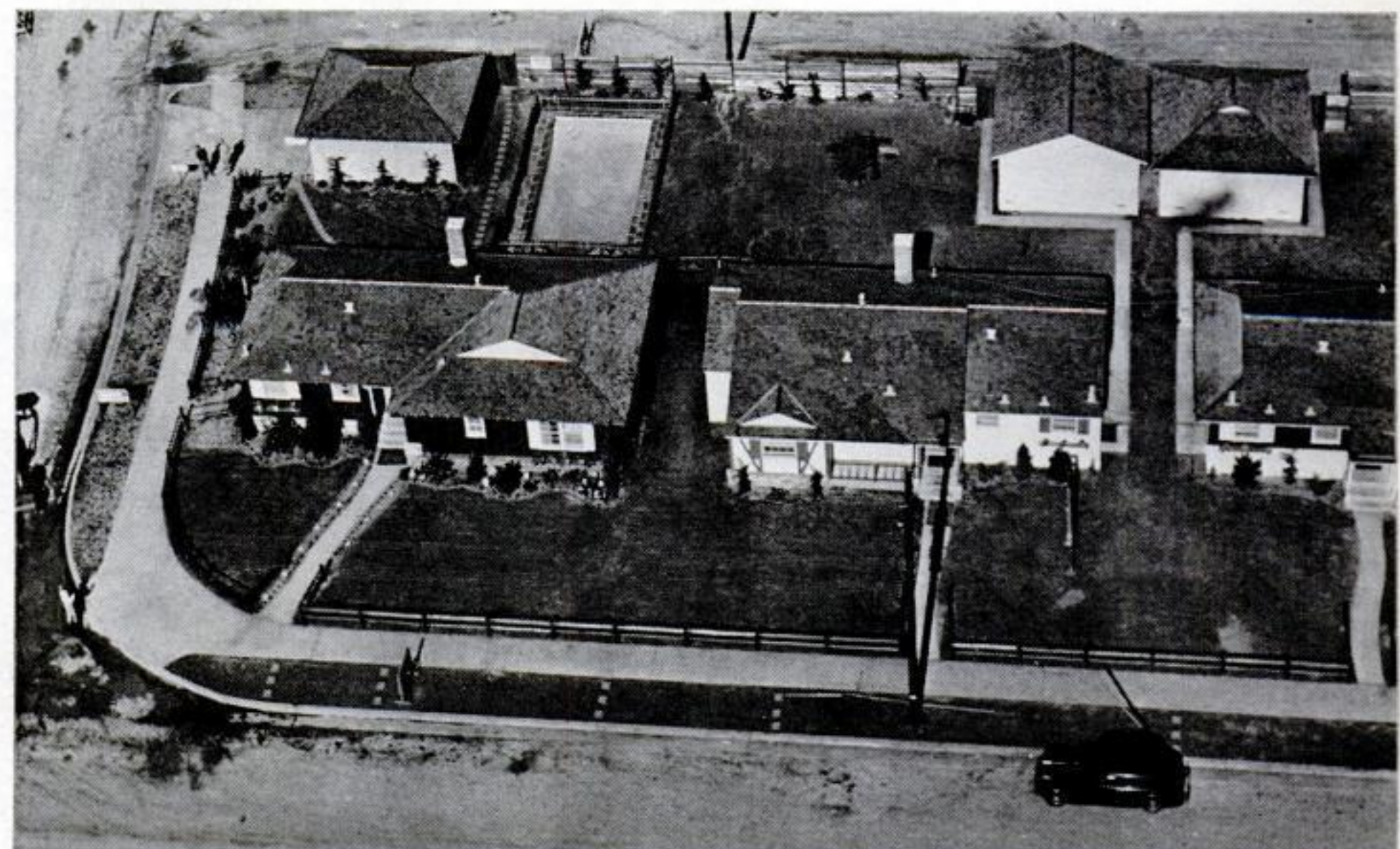
Los Angeles CONTINUED

PATIOS, POOLS AND PLEASANT WAY OF LIFE



SHOPPERS IN THE SUN watch models, wearing California-made swimming suits, parade at a

style show put on for customers of the new \$6 million Robinson's department store in Beverly Hills.



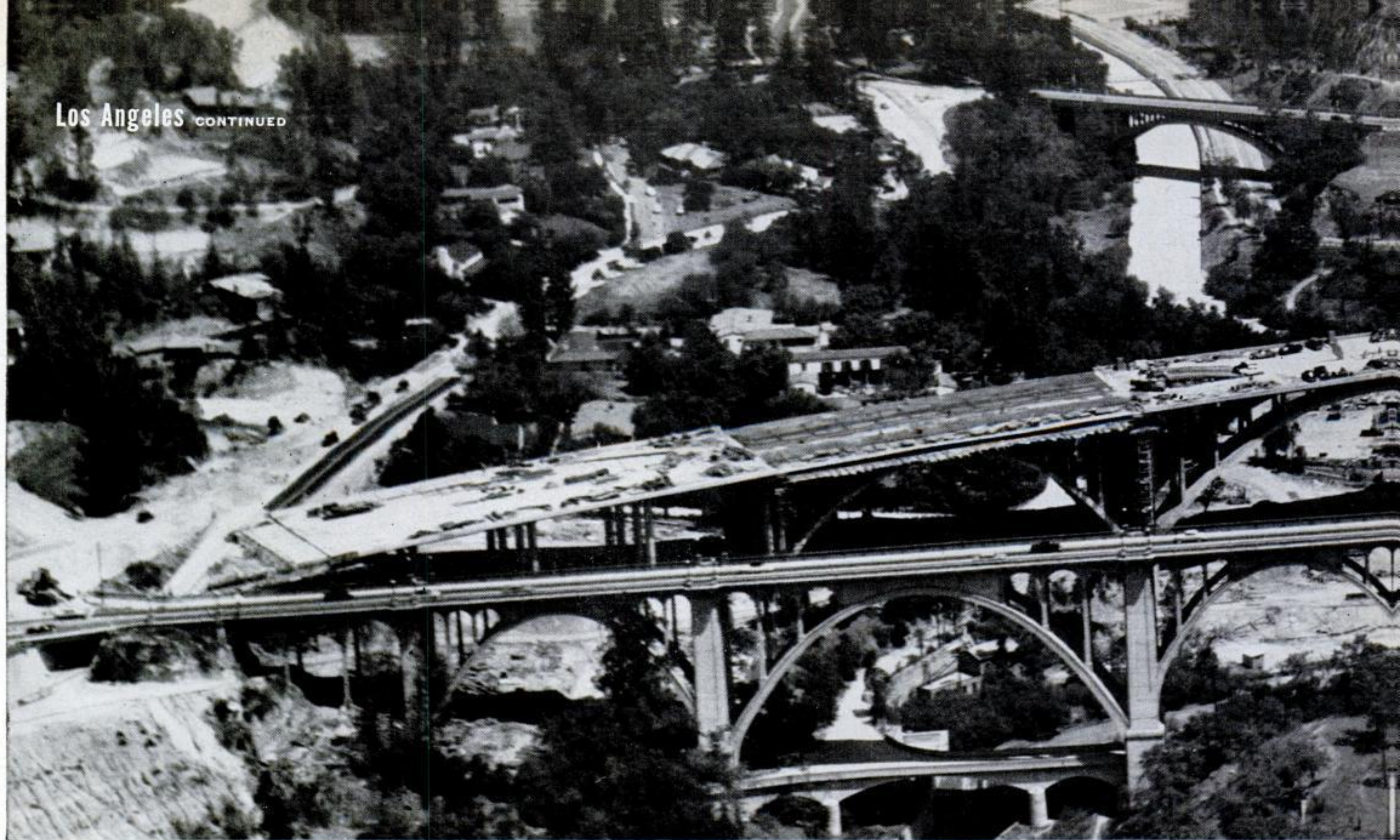
\$750 DOWN PAYMENT—and no down payment at all for ex-GIs—buys corner plot, three-bedroom

home with a swimming pool, in a Pomona development on former citrus grove. Total cost: \$14,220.



AERIAL SUBDIVIDER Fritz Burns dictates recorded memos, while inspecting new housing project, Panorama City, from helicopter. One of the biggest

mass-producers of housing in California, he has put up more than 20,000 houses in Los Angeles since 1936, achieving a rate once of 40 completed jobs every day.



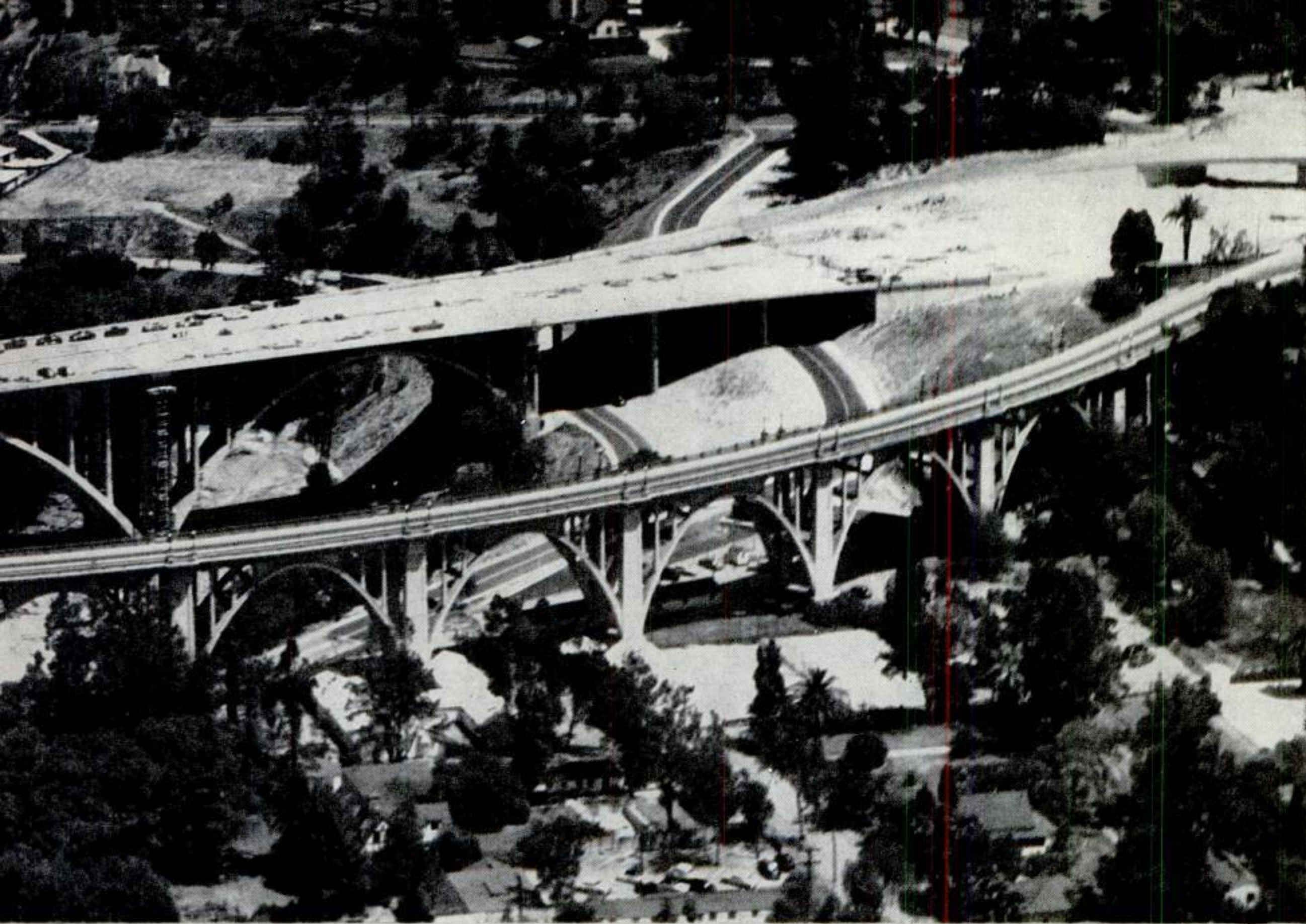
FOUR-DECK FREEWAYS ARE 10 YEARS BEHIND

Los Angeles grew up with the automobile and never developed adequate public transportation. As a result it has the largest automobile population of any metropolitan area in the world—two million cars. Its administrators have flung a web of well-engineered boulevards across the sprawling city and, with state financing, have spread a busy network of citywide superhighways, called freeways. But the staggering post-World War II population boom swelled L.A.'s traffic by more than 615,000 cars, equivalent to twice the total number of cars in Philadelphia, and the city's foresighted freeway system is already out of date by a good 10 years.

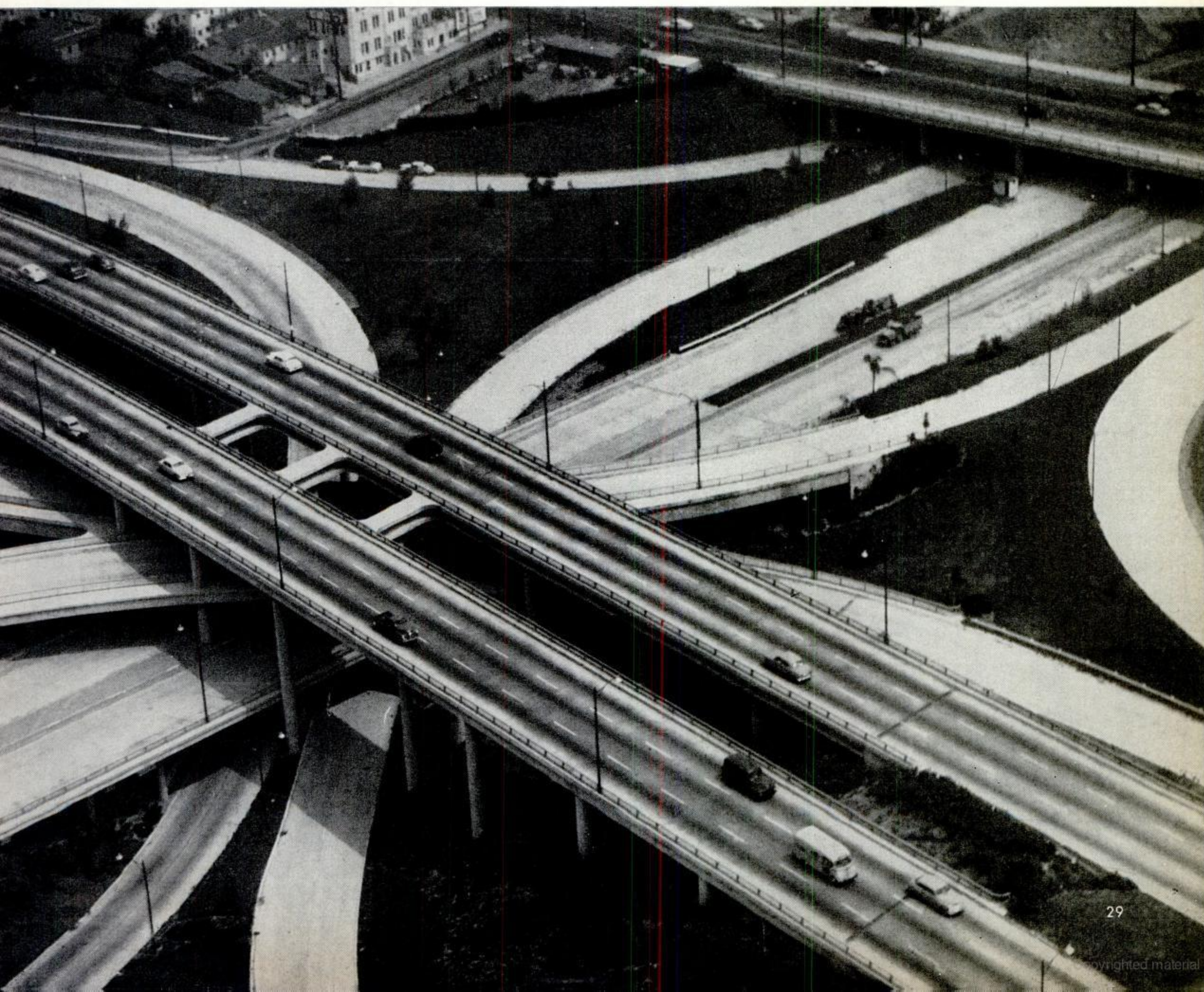


CONTROL TOWER at new department store has electric signals to direct shoppers to parking spaces.





SIX-LANE bridge spanning the Arroyo Seco will ease traffic from Pasadena, one of city's growing sub-cities, into the freeway system. Old two-lane Colorado Street bridge in the foreground will be kept for local Pasadena traffic.

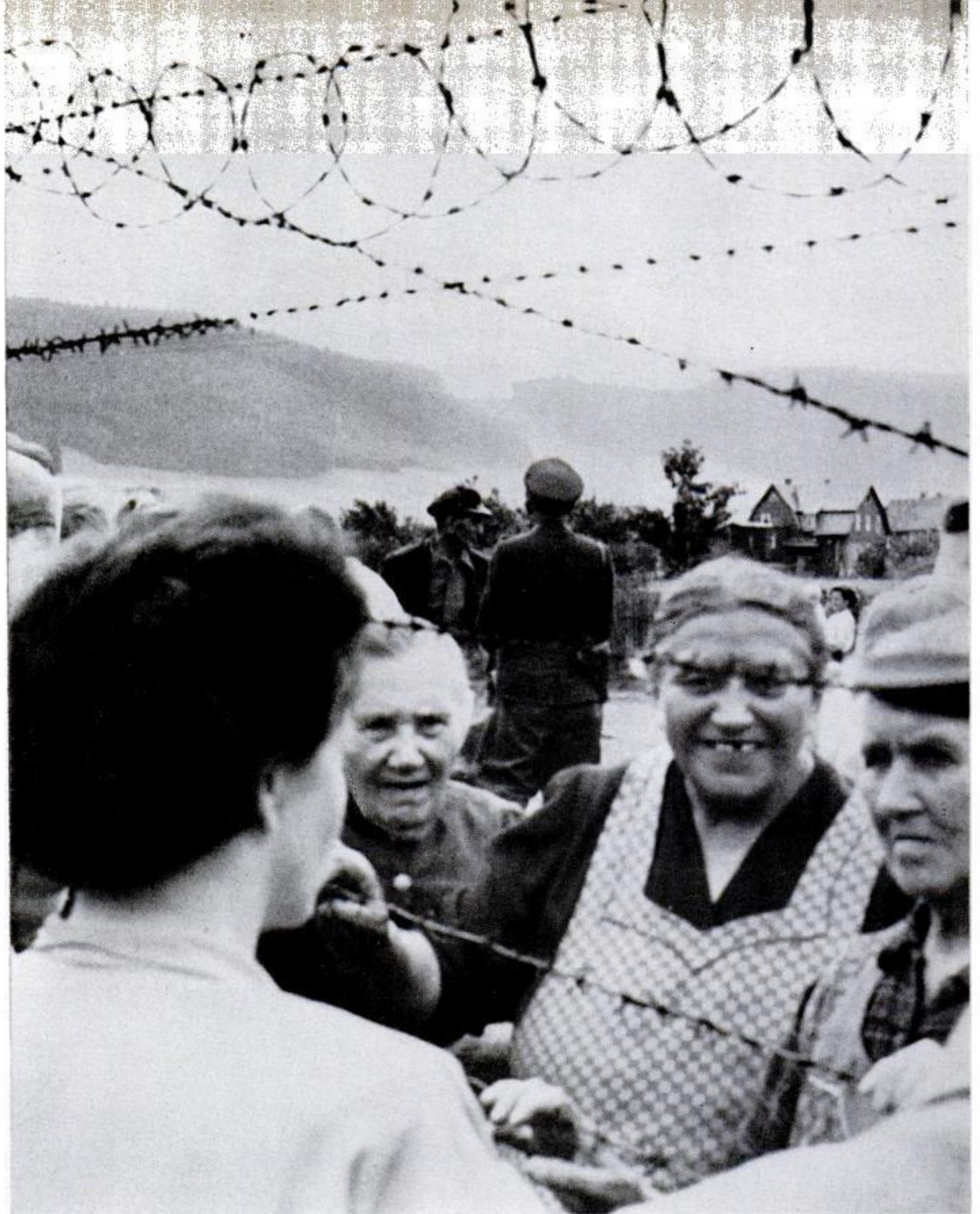


FOUR-LAYER cross-over near city's civic center will soon be hub of its freeway system. Only top is now in full use. This cloverleaf is designed to handle 210,000 cars daily, which is about the number of cars in all Dallas.

SMILING FACES ON THREE CONTINENTS



DIPLOMATIC Milton Eisenhower, the President's brother, on a goodwill tour of South America, displayed the family's infectious grin at a Venezuela press conference. The sober-faced man is a more conventional diplomat, John M. Cabot, assistant secretary of state for inter-American affairs.



NEIGHBORLY A chink was opened in the Iron Curtain between the adjoining Bavarian villages of Wilitsch and Heinersdorf. For three hours old neighbors, separated for years by barbed wire, were allowed to chat across the wire in oldtime friendly fashion.



PRINCELY The warm winds of good humor blew too over chilly Edinburgh, where the prince consort was visiting near Holyrood Palace. There he fell into conversation with a group of Scottish ladies and soon found himself surrounded by adoring Scottish smiles.



CINEMATIC In a drive-in theater, near Dayton, Ohio the beaming face on the screen was enjoyed by members of the local riding club who came up on their mounts. Another cause of joy: there was no problem of tinted windshields to darken the screen image.



MARTIAL General Ridgway, retiring as commander of SHAPE, broke out into a broad grin as he received the customary kiss from President Auriol of France who also gave him a decoration. Mrs. Ridgway (*right*) got the same smiling treatment from Mme. Auriol.



RELUCTANT RICHARD, 5-year-old son of Fontaine Howard, is dragged into injection center by his father. Richard pulls back, struggles, then rests contentedly on father's shoulder after getting shot.

BAWLING GIRL, CLUTCHING DOLL, GETS A SHOT →

\$625,000 INOCULATION

33,000 children get gamma globulin in a Southern polio epidemic

A cacophony of outraged wails, whimpers and bawlings arose last week from the throats of 33,000 Montgomery, Ala. children, aged 3 weeks to 9 years, as a full inch of needle stabbed into their backsides. Under the circumstances the young Alabamans could hardly be expected to be impressed by the fact that each needle was depositing \$20 worth of a drug. Nor by the fact that it was being injected in the hope of saving them from the polio epidemic in Montgomery that by week's end had already struck down 85, three of whom died.

The mass inoculation was of extraordinary significance, for the drug was the new and highly promising gamma globulin and this its first preventive use in an actual polio epidemic. G.g. is a blood component which, though not a final answer to polio, affords partial and temporary protection against paralysis. So limited and precious is it that the entire g.g.

supply is in the hands of the federal government, which gets it from the American Red Cross and the National Foundation for Infantile Paralysis.

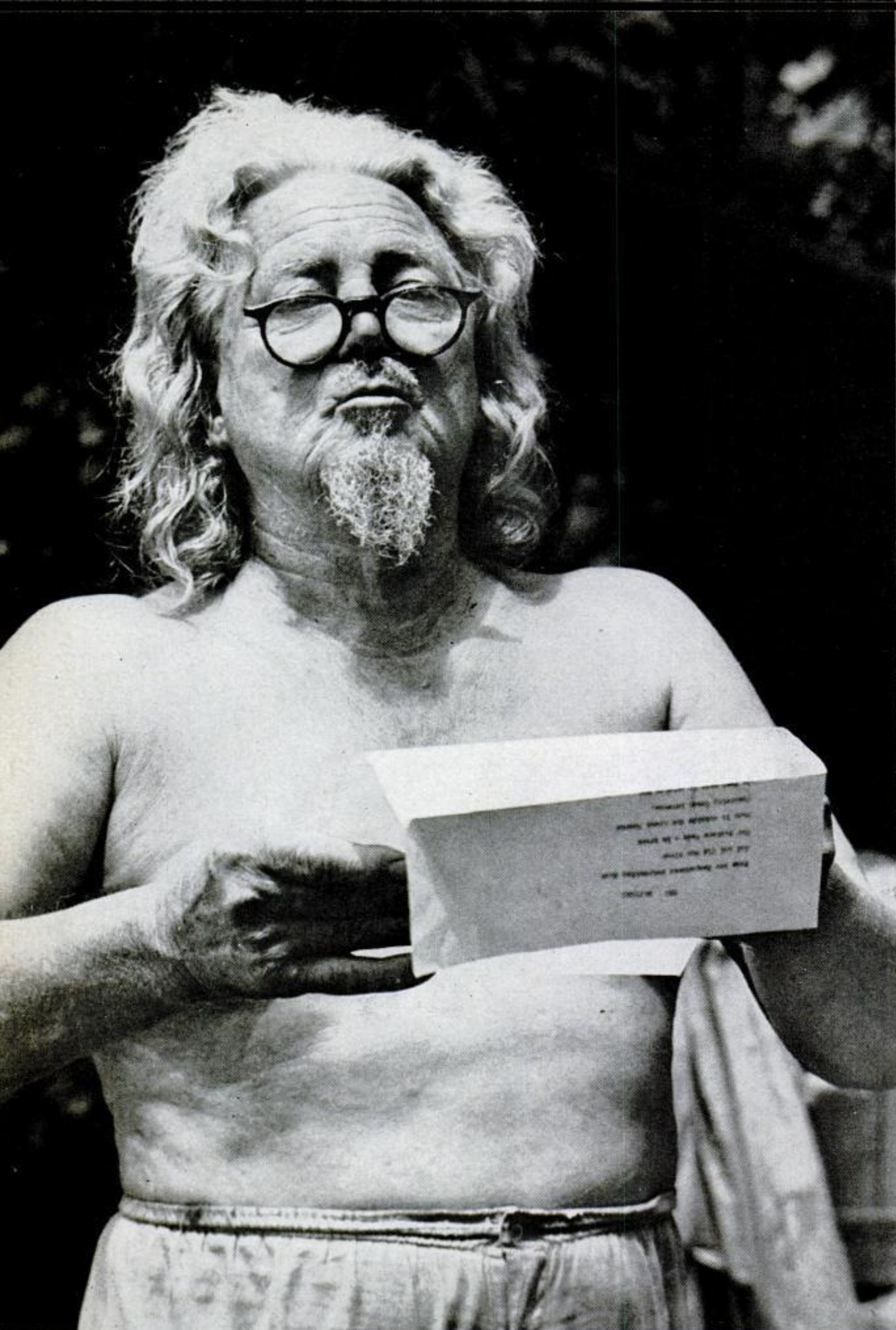
When polio hit Montgomery, 62½ gallons of the globulin worth \$625,000—\$10,000 per gallon—were rushed from a New Jersey depository. Montgomery schools were turned into injection centers. Parents brought, carried or pulled their children in to get their .14 cc. of g.g. per pound of weight. Some 1,000 doctors, nurses and volunteers, using 33,000 needles also flown in, did the job. With a nicety of mathematics, the doctors chipped in to buy 33,000 lollipops. Though this gesture did little to stem the earsplitting reactions or stop the number of hands holding backsides, parents took their children away with the comforting knowledge the inoculations might greatly reduce Montgomery's victims of polio paralysis.





TWO DAYS' ACCUMULATION of bottles is examined by Dr. Walton H. Y. Smith, Alabama director of the Bureau of Preventable Diseases, who did project

groundwork. Bottles are gone over to extract each precious drop, then destroyed to prevent black marketers' using the labels and bottles of the scarce drug.



LEVEE LAUREATE is Dennis Bertrand, 71-year-old poet, veteran of the Buffalo Bill show and World War I. He gets Army pension of \$75 a month.



SEEN FROM RIVER, SHACKS OF THE BATTURE HANG FLIMSILY TO LEVEE

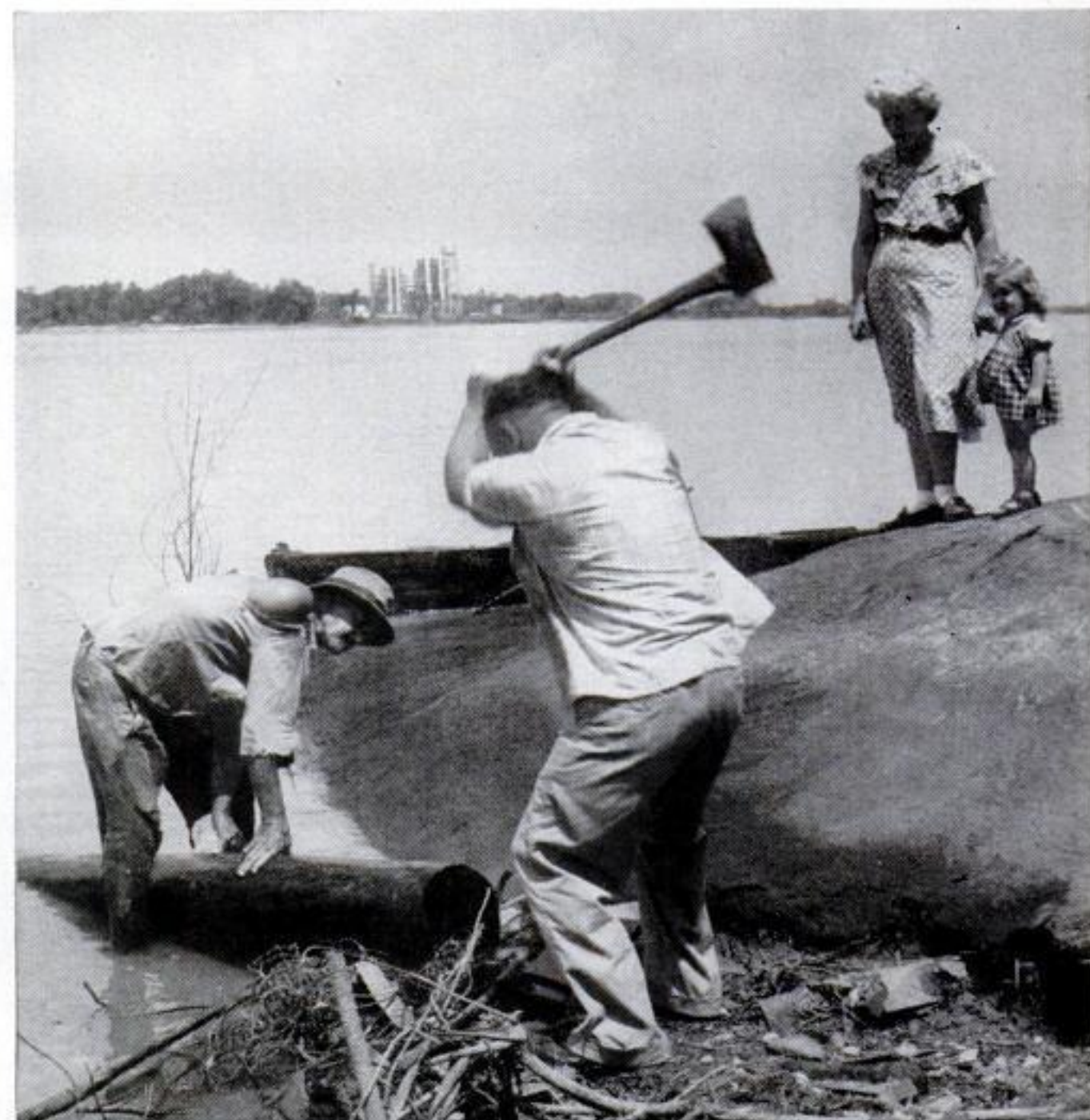
WAITIN' ON A LEVEE

From the damyankees' retreating dust
God and Old Man River
The Batture made—in trust
made it outside the Levee Board's
conniving grasp intense. . .
Made it to last till the crack of doom.

These vigorous verses, written and declaimed by Poet Dennis Bertrand, had become a rallying call last week to the 200 dwellers on New Orleans' Batture against the encroachments of the U.S. Government. The Batture is the area between the Mississippi River channel and the levee protecting the city from floods. During the Depression many families were attracted by all that mud lying vacant, and built shacks there on stilts which kept them above flood level. They have since



MUSICIAN Katherine Motta offers lessons in shack she shares with dozen cats. She has been on levee for five years because "I like the Bohemian life."



PROVIDENT SQUATTER James Kelly, president of the Batture Dwellers' Association, chops up piling which drifted down river to help shore up house.



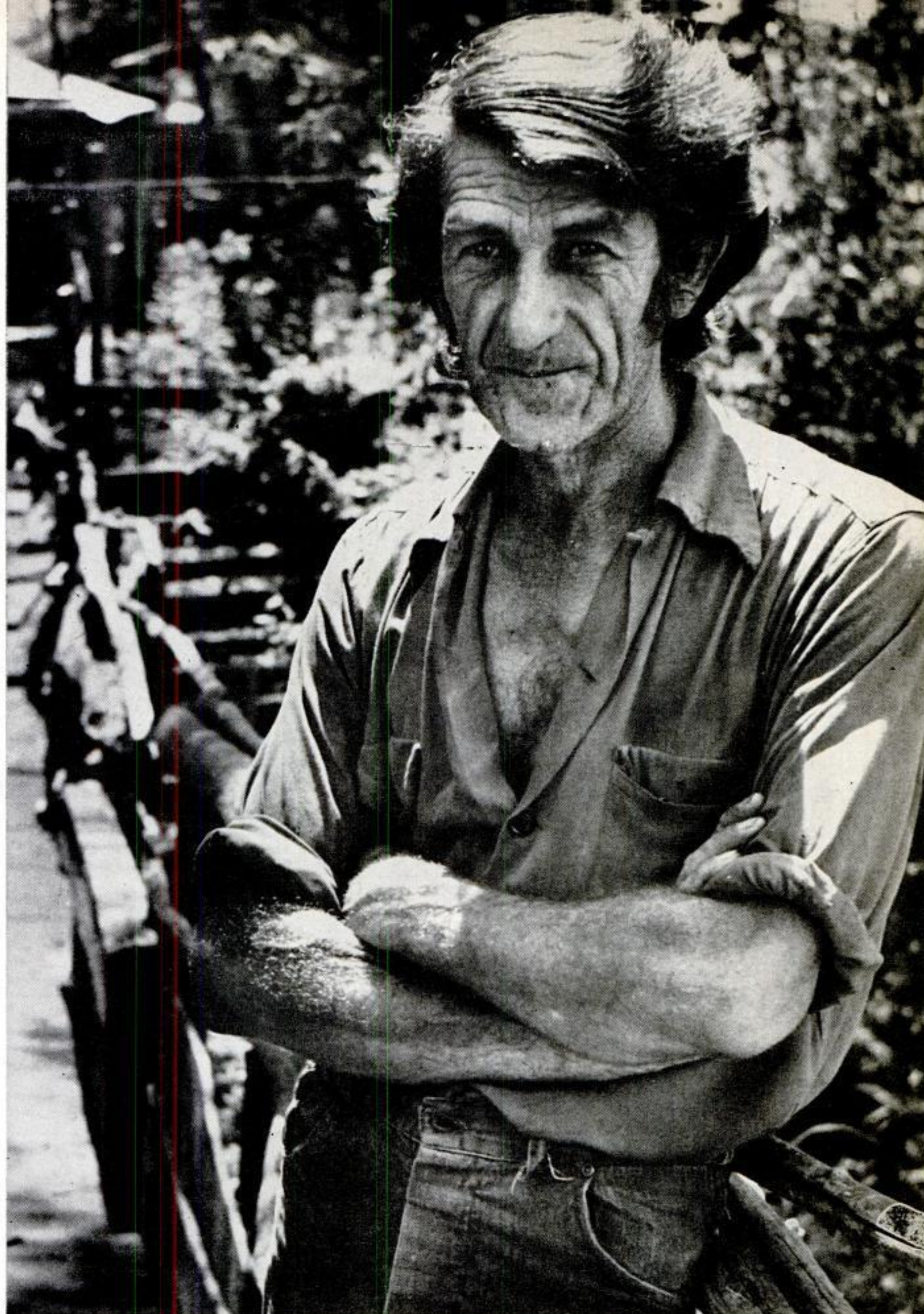
EDGE, A FEW YARDS FROM PROSPEROUS HOUSES OF UPTOWN SECTION

FOR THE DISPOSSESS

been joined by pensioned firemen, pensioned veterans, drifters, derelicts and devotees of the simple life. The shacks have grown more solid, electricity has been brought in, even telephones and television. For a family with a modest income it is hard to beat the Batture, where rent and taxes are alike unknown.

But the Batture is in danger. After years of blandly disregarding keep-off signs put up by the levee board of New Orleans, the squatters face the formidable challenge of the U.S. Army Engineers, who want to raise the levee three feet and tear down the shacks to make the work easier. The Batture folk are fighting back with every weapon they have: protest meetings, court action—and the words of their poet:

The Batture has stood and the Batture will stand
To the ultimate end of man.



ARTIST IN RESIDENCE, Otis Domas, an ex-serviceman with no income, lives on food brought by sister, spends day sketching, making paper cutouts.



PROSPEROUS SQUATTERS, Mrs. Nelson Firman and daughters, have a kitchen furnished with modern appliances. They also have a television set.



BATTURE'S REPRESENTATIVE, C. Cyril Broussard, tells meeting of constituents about the steps he is trying to take to protect their interests.

THE WORLD HAS CHANGED

The recent revolts behind the Iron Curtain are far more portentous than any newspaper headline has been able to convey. Starting in Eastern Germany and Czechoslovakia, these strikes, uprisings and demonstrations have spread their courageous defiance into Hungary, Poland and Russia itself. No one of them—not even the brief civil war of June 17 when two million East Germans risked their lives and 10,000 were jailed—was in itself big enough for Eisenhower to call an emergency Cabinet meeting, nor for any editor to tear up his front page. Yet the cumulative meaning of these events was correctly described by Walter Lippmann as “the appointed break-up of the postwar structure.”

Invalid Europe has unexpectedly proved to itself that Communism has more to be afraid of than the West has. The West, disunited and overcautious, moves slowly to the realization that a great victory has fallen into its lap. Still more slowly do we face the question of exploiting this victory. President Eisenhower said last week that while our hearts are with the rebels of Eastern Europe, we contemplate no “intervention.” Such prudent indecision may be popular. But is it appropriate to the new historical situation?

That new situation can be summed up in one example. The

Czechs, who burned the Pilsen city records and raised the American flag there on June 1, are continuing passive resistance against their native Communist tyrants. Moscow has summoned an emergency conference of its major ambassadors. At some point President Zapotocky may be told he needs the help of the Russian army, which has hitherto respected the border of Czechoslovakia. The U.S., which has six divisions not far from the German side of that border, has just as much right, in morals and law, to occupy Czechoslovakia as has Russia. We would certainly be justified in resisting a Russian occupation of Czechoslovakia. We might even prevent one by the simple device of marshaling our six divisions along the Czech border, right now.

This bold act, especially if coupled with efforts to deliver food supplies to the hungry rebels, might well stimulate a chain reaction of further revolts throughout the Reds' border empire—that empire which, says Mayor Reuter of West Berlin, is already crumbling. It might even lead to free elections. It would be risky, of course. But perhaps it should be done. Certainly the people of the West should be contemplating such acts, as our leaders should be preparing them, for they are inherent in the new world situation.

WASHINGTON IS CHANGING

Among its greater claims to fame the city of Washington, D.C. is an example of the progress being made—and still to be made—in race relations. Of its 800,000 people, 35% are Negro. Situated below Mason-and-Dixon's line, Washington has always in its community patterns been a Southern town. Until only a few years ago, Jim Crow practices prevailed there in almost every field save transportation.

“Calamity howlers” greeted every attempt at improving race relations in the District of Columbia with predictions of the horrors that would surely follow if the improvements were carried out. Washington's three legitimate theaters drew the color line until 1951, when the Gayety (formerly a striptease emporium) decided to admit anybody to *The Barretts of Wimpole Street* who could buy a ticket, regardless of his color. On opening night the curb in front of the theater was bristling with anxious policemen, there to stop the violence, if they could, before the race riot flamed to district-wide proportions. Nothing happened, except that the ticket buyers, who ranged in hue from delicate Nordic blond to gleaming coal-black, saw a good show and then went home without the slightest friction.

Calamity howling over race relations in Washington is dying down. There were virtually no audible howls when, just over a month ago, the Supreme Court of the U.S., by a vote of 8 to 0, ordered that no more color lines be drawn in the District's eating places. It is hoped that this decision of the court will help to desegregate the white movie theaters, which all still draw the color line except a few small houses of the “art” type.

Segregation in the movie theaters of the free world's capital might be slightly funny if it didn't make us all look like hypocrites and idiots, and, of course, leave us wide open for endless Communist propaganda. At one movie a cultural attaché from the Indian embassy was refused a ticket because he was “a colored man.” The movie managements finally hit upon this brilliant technique whenever the color question arose:

“Are you a foreign colored person?” If the answer was yes, the foreigner was sold a ticket; if the answer was no, the American was turned down. Such goings on in the free world's capital struck foreigners as mighty queer.

President Eisenhower has promised that he would end segregation in the District of Columbia. The *amicus curiae* brief filed by the Justice Department in the restaurant case with the Supreme Court helped mightily to win it during this past court session. Justice is expected to send a first team before the court next fall when the case involving segregation in the District's public schools system comes up for a hearing. Segregation and what to do about it are much on the President's mind. He has lent his enormous prestige to the solution of this grievous problem.

But the people of Washington are doing a lot about it too. The problem of race relations can be solved only by good sense and good heart. More and more white Washingtonians are showing that they have both. Many churches have done fine work, notably the Catholics, the Quakers, the Unitarians and the Ethical Culture Society; the Episcopalians have started admitting Negro children to their church schools; Jewish leaders have been active, working mainly through their civic organizations. (The Presbyterian, Methodist and Baptist churches, however, have not done as much.) The architects, the doctors, the nurses, the teachers and other professional associations have instituted a policy of integration, which is the direct opposite of segregation. The Negroes of Washington are blessed with not only a large pool of talent in almost every field of human endeavor but with a group of wise and outstanding leaders.

Segregation is a nationwide problem, of course, not just Washington's, and it even persists in communities with the most advanced civil rights laws. But solving it in the nation's capital would be a great step in the right direction. For a nation with any claim to the free world's leadership, it is also a moral necessity.



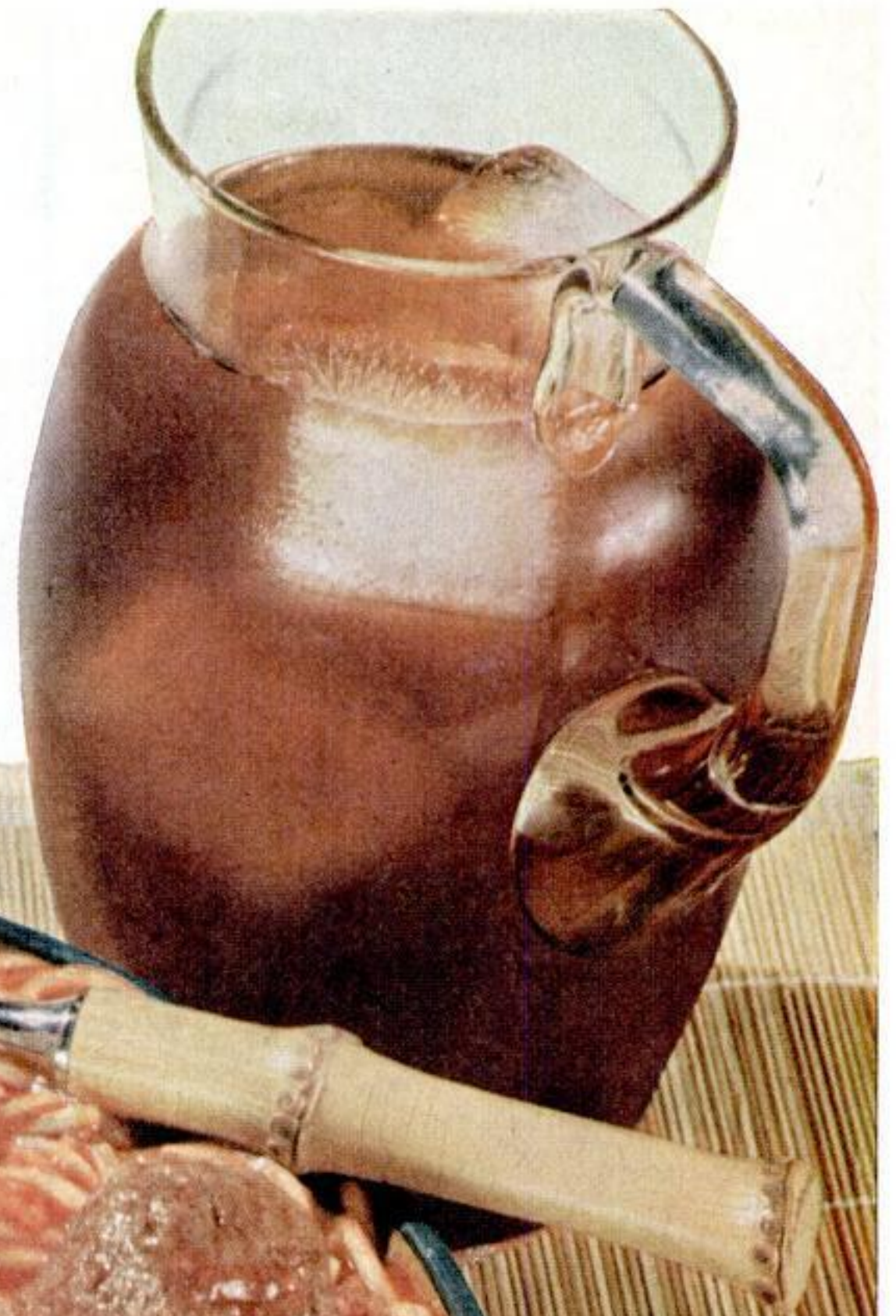
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it's too hot



for heavy cooking...



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ready to heat! real Italian style!

Here's a spaghetti meal that's no work for you and lots of good eating for your family.

The spaghetti, made of finest durum wheat, is cooked until it's tender, but never mushy. The meat balls are braised, brown and juicy. The tomato-rich sauce is by the Chef's own real-Italian recipe. Two cans make four hearty servings.

Make one night a week "Chef Night." Try all the delicious, economical Chef Boy-Ar-Dee Foods:—Spaghetti and Meat Balls, Ravioli, Spaghetti Dinners, Sauce with Meat, Sauce with Mushrooms, Sauce with Meat Balls, Spanish Sauce.

ABOUT 15¢ A SERVING





For those blisters, cuts—
BAND-AID Plastic Strips. Flesh-colored, won't loosen in water. 39¢, 59¢



PRELL Shampoo in the handy tube leaves hair "RADIANTLY ALIVE," soft and smooth. 29¢, 57¢, 89¢



It's easy to stop perspiration odor before it starts... with DIAL SOAP. Bath size, 2 for 37¢. Complexion size, 2 for 27¢



Don't let sunburn rob you of your sleep! Get relief in seconds... with non-greasy, medicated NOXZEMA. 12¢, 35¢, 49¢*



For clean, easy shaves! PALMOLIVE Lather Shaving Cream: 15¢, 35¢, 53¢. Brushless: 29¢, 47¢



Handy! GILLETTE Super-Speed Razor Set with dispenser of Gillette Blue Blades, in travel kit. \$1



Wonder-working VITALIS Hair Tonic for men helps prevent dryness... keeps hair lustrous, easy to groom. 29¢, 53¢, 83¢*



Why "run out"? Take along extra GILLETTE Blue Blades. 10-blade dispenser, 49¢. 20-blade, 98¢



For minor cuts, chafing, skin irritations... VASELINE Petroleum Jelly. You'll find it oh, so soothing! 15¢, 25¢



Travel confidently, comfortably... with new MODESS. Junior, regular, super. Box of 12, 39¢. 48 for 1.49

FOR FUN IN THE SUN...

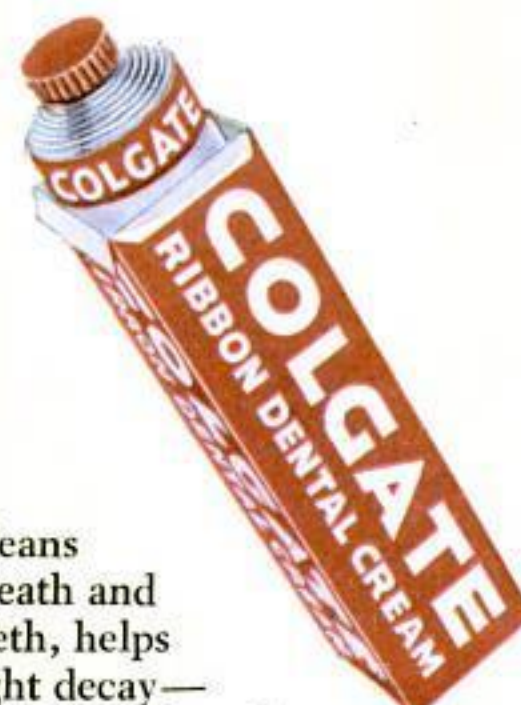


SUSAN SMART† says

*Wherever you're going
make your first stop*

F. W. WOOLWORTH CO.

†Woolworth's shopping reporter

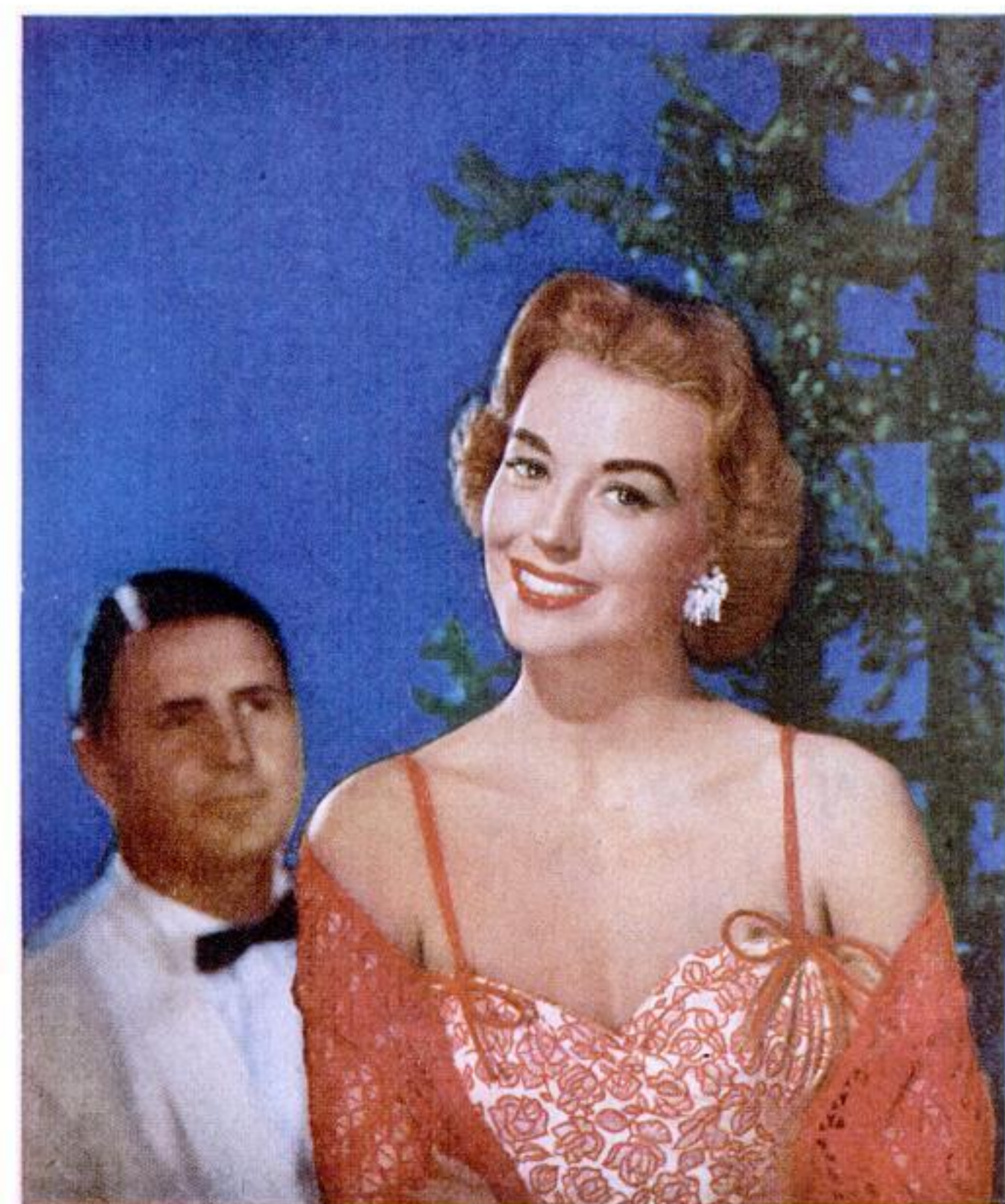


Cleans breath and teeth, helps fight decay—COLGATE Dental Cream! 15¢, 27¢, 47¢, 63¢



Make last year's cottons, wools, nylons look beautifully, colorfully new! Tint with all-fabric TINTEX. 15¢, 25¢

ROMANCE IN THE MOONLIGHT



Woolworth's

Don't miss a *minute* of fun and romance... but *do* remember *this*. That wonderful sun can be cruel to skin and hair... unless you take care. That heavenly dance in the moonlight can wilt your freshness, 'specially when the night is warm... unless you're wary. Seems a shame to look less than your loveliest... when Woolworth's has all you need for *all* your grooming needs.

* Plus tax



Stay morning-shower-sweet all day... with just a dab of FRESH Cream Deodorant. 12¢, 27¢, 43¢, 63¢*



Dust yourself with daintiness after bathing or when changing... with CASHMERE BOUQUET Talcum. 12¢, 29¢, 43¢*



Exciting DURA-GLOSS Nail Polish! Pastels, gold and silver sparkles, iridescents, perfumed shades, 25¢.* Regular shades, 10¢*



DOESKIN Tissues... so thrifty, so gentle, so absorbent. Box of 400, 35¢. Box of 250 in assorted colors, 27¢



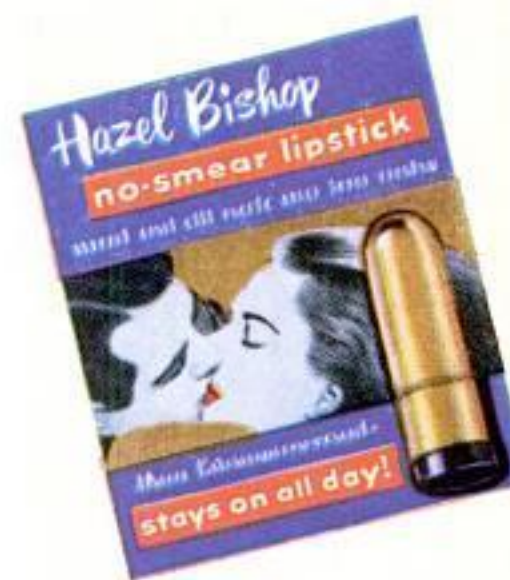
SOLITAIR Cake Make-up complements your sun tan, conceals tiny skin faults... won't clog pores. 33¢, 65¢*



Skin sun-dried? Why not try PACQUINS Silk 'n Satin Lotion? It makes you soft and satiny all over. 25¢, 49¢*



New tones... finer texture... a lovelier, more romantic looking you... with LADY ESTHER Face Powder. 15¢, 29¢, 59¢*



Creamy HAZEL BISHOP Lipstick stays on longer... even when you eat, smoke, kiss! 1.10*



No hair-do woes, when the wind blows... if you use HELENE CURTIS Spray Net. It keeps your hair softly in place. 1.25*



Sunshine in your hair when you use WHITE RAIN, Toni's gentle lotion shampoo. Leaves hair cloud-soft, too. 30¢, 60¢, \$1



New TONI Trio! Regular for normal, Super for hard, Very Gentle for easy-to-wave hair. Refills, 1.50*



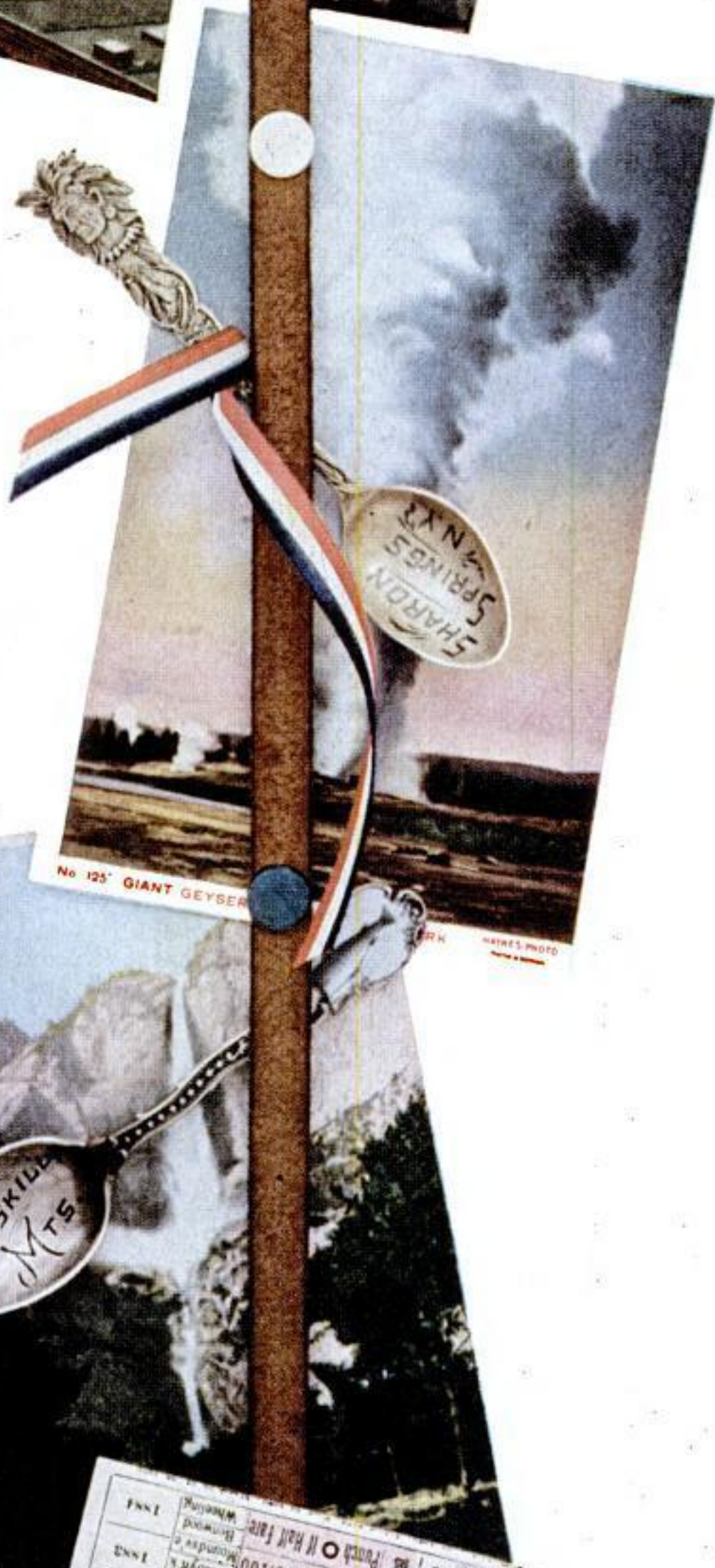
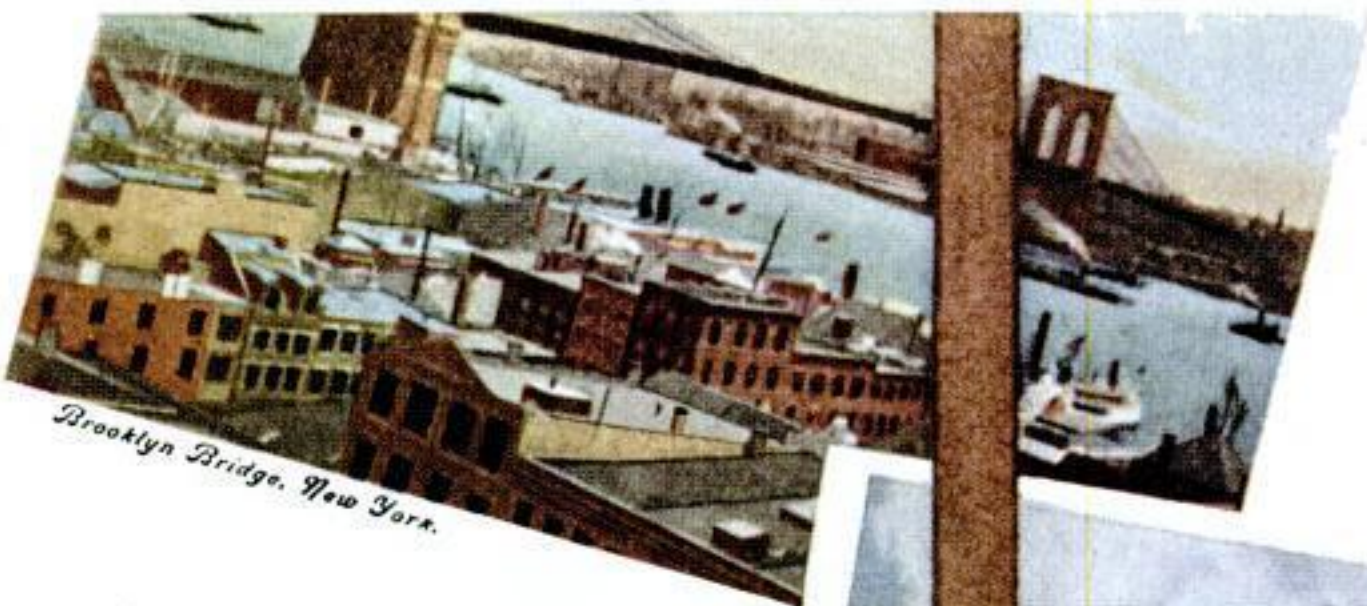
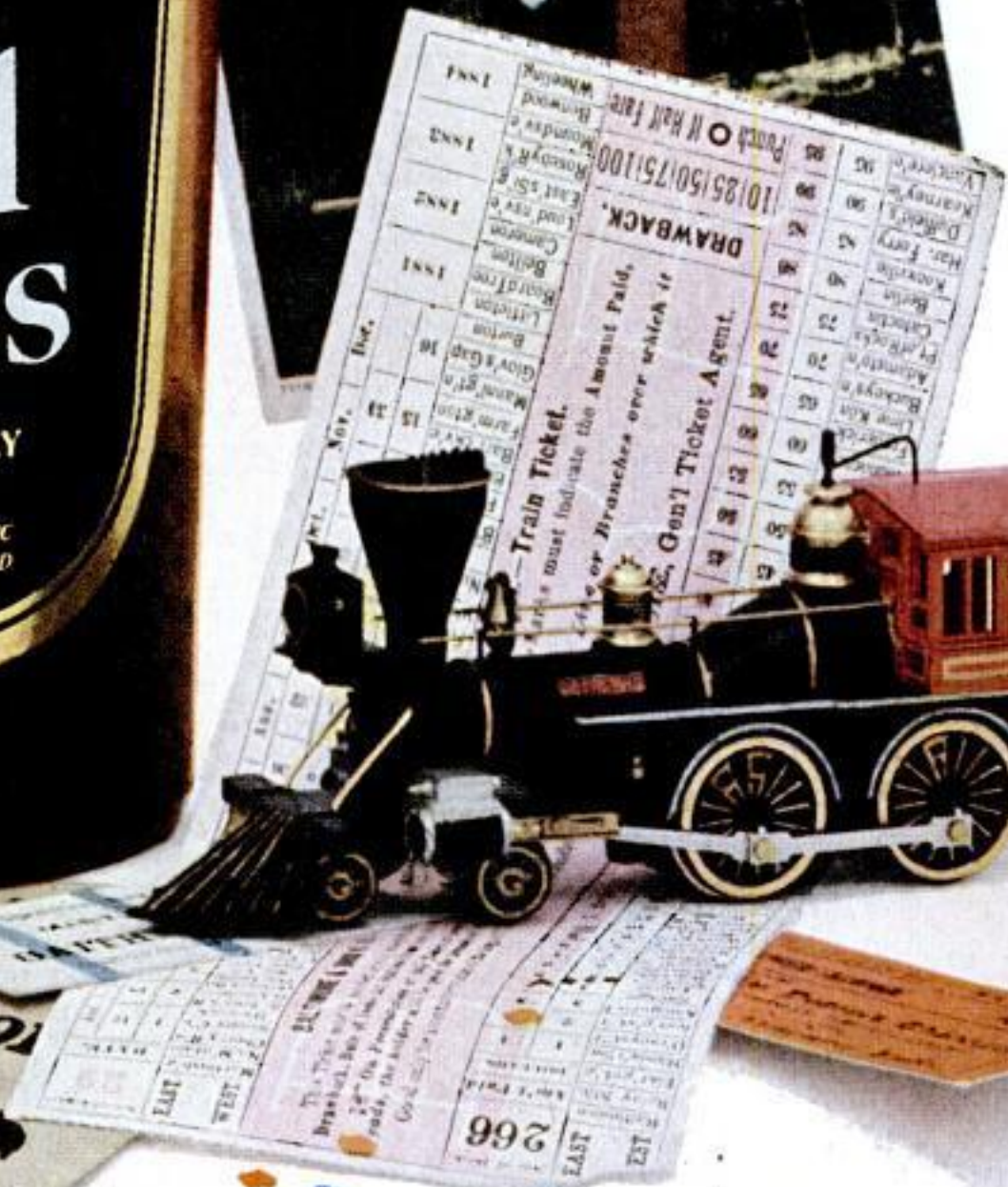
Sun, wind, water make hair dull, unruly... HELENE CURTIS Suave Hair Dressing makes it glossy, manageable. 50¢, \$1*

You'd travel far to
find such mellow flavor

...and the money-saving
price is worth writing
home about, too!

Paul Jones

*You just can't buy a
better drink at any price!*





MISS GREECE, FEDORA XYROU (RIGHT), WITH RUNNERS-UP, WILL COMPETE FOR MISS UNIVERSE TITLE IN CALIFORNIA

ATHENS ISN'T HOLLYWOOD

The clergy of the Greek Orthodox Church has been uneasy about beauty contests ever since 1929 when the reigning Miss Greece, a frolicsome lass, smuggled herself onto Mount Athos, a monks' sanctuary taboo to all females. Thus churchly nervousness erupted in open warfare a fortnight ago when 11 bathing-suited finalists competed for the title of Miss Greece at Athens' swank nightclub Argentina. Six dauntless priests, led by umbrella-armed Father Kantiniotis, turned up with a mob of followers to picket the club bearing signs saying "Greece is not Hollywood." But the pickets clashed with 200 cops. As the judges inside the club duly chose Greece's entry in the Miss Universe contest, the querulous clergymen and their allies were hustled off to jail.



PICKETS CRY PROTEST AGAINST BODY WORSHIP



AFTER FIVE HOURS IN JAIL THE PRIESTS RALLY AROUND FATHER KANTINIOTIS (SECOND FROM LEFT)

DON'T BUY ANY ROOM AIR CONDITIONER

until you read these facts!

1. Get your money's worth of POWER! Room air conditioner power is measured in tons. A 1-ton unit delivers enough cool air to freeze 1-ton of water in a 24-hour period... a $\frac{3}{4}$ -ton unit would freeze $\frac{3}{4}$ -ton of water, etc. Fedders Room Air Conditioners deliver full power.

Hotel and motel owners who test many brands before buying often find that the Fedders $\frac{3}{4}$ -ton unit out-performs a competitive 1-ton unit... that a $\frac{1}{3}$ -ton Fedders unit often will deliver more cooling than other $\frac{1}{2}$ -ton models!

2. Should an air conditioner heat, too? Unless a unit can produce 25,000 B.T.U.'s of heat, it can not *quickly* take the chill off an average room. No 115-volt plug-in, $\frac{3}{4}$ -ton unit can deliver more than 4,500 B.T.U.'s of electric heat.

If you want a handy room heater, your Fedders dealer will sell you one for much less than the premium you'd pay for a "heat, too" room air conditioner!

3. Take this along when you shop room air conditioners. It's a list of the exclusive, important features that a Fedders Room Air Conditioner gives you:

A. V-type twin evaporators with the cooling power of 15 refrigerators.

B. Automatic comfort control thermostat that keeps room temperature constant.

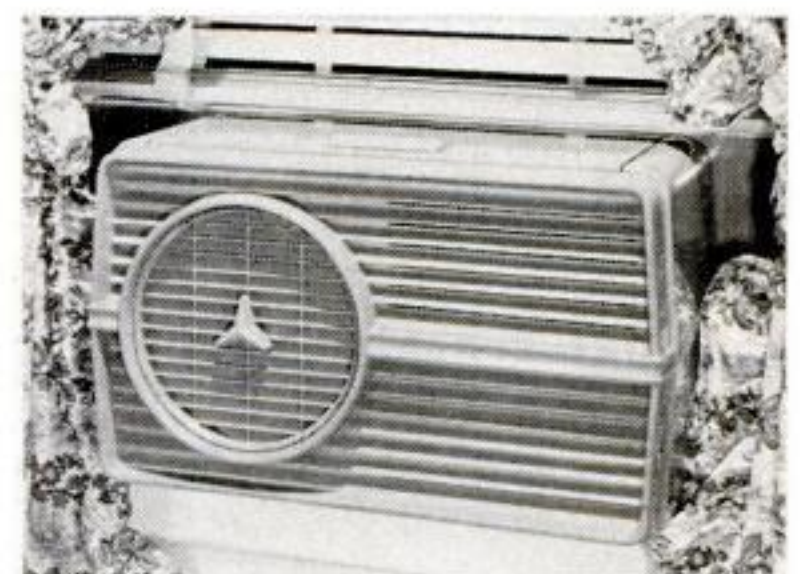
C. Built-In Weather Bureau that gives you the weather you want with the touch of a button.

D. Two double-size filters that catch more dust, dirt and pollen.

You'll find the name of your local Fedders Room Air Conditioner dealer in the Classified Directory under "Air Conditioning". See him today!

FEDDERS

A Great Name in Comfort



$\frac{1}{3}$ ton window model, ideal for bedrooms. Breeze Green or Ivory. From \$229.95 on Easy Terms.

FREE! MAIL COUPON TODAY!

FEDDERS-QUIGAN CORPORATION
Dept. 9, Buffalo 7, New York

Please send me books checked on how I can sleep, work, live better with a Fedders.

- ☐ "Healthier, Happier Living with a Fedders Room Air Conditioner."
☐ "How to Sleep Cool when it's Hot."

Name _____

Address _____

City _____ State _____

Now! **ONE** Brushing With **COLGATE DENTAL CREAM**

Removes Up To 85% Of Decay And Odor-Causing Bacteria!



Only The Colgate Way Does All Three!
CLEANS YOUR BREATH while it
CLEANS YOUR TEETH and
STOPS MOST TOOTH DECAY!

Just One Brushing with Colgate's Stops Bad Breath Instantly!



Your very first brushing with Colgate's each morning removes up to 85% of the bacteria that cause bad breath! Yes, scientific tests *prove* that Colgate Dental Cream stops bad breath *instantly* in 7 out of 10 cases that originate in the mouth! Every time you brush your teeth with Colgate's you clean your breath while you clean your teeth!

Just One Brushing with Colgate's Removes Up to 85% of Decay-Causing Bacteria!



Every brushing with Colgate Dental Cream removes up to 85% of the bacteria that cause decay! But—if you really want to prevent decay, be sure to follow the Colgate way! Scientific tests showed that the Colgate way of brushing teeth right after eating stopped *more* decay for *more* people than ever before reported in all dentifrice history!

Brushing Teeth After Eating Stops Tooth Decay Best!



Scientific tests over a 2-year period showed a startling reduction in tooth decay for those who brushed their teeth with Colgate's right after eating! In fact, X rays showed no new cavities whatever for almost 2 out of 3 people. Yes, the Colgate way of brushing teeth right after eating is the best home method known to help stop tooth decay!

Gives You A Cleaner, Fresher Mouth All Day Long!

LIFE ON THE NEWSFRONTS OF THE WORLD

**A worried Russia huddles on its German policy,
Rhee holds fast on truce and air chief retires**

Berlin still buzzed with stories of the anti-Communist rioting. From Magdeburg came a report that 18 Russian soldiers had been shot for refusing to fire on German workers. The West Berlin city government announced that 467 members of the East German People's Police had fled to the West. In Poland soldiers and civilians were reported fighting the Russians. Soviet ambassadors recalled from U.S., Britain and France for consultation, passed through Berlin for Moscow. A top-level policy meeting was under way. The Russians, who had been preaching German unity, had to decide whether to continue now that they knew they had no support among the German people.



SWEDISH TRUCE OFFICER, WAITING DUTY, DINES IN TOKYO

Last week Syngman Rhee would not budge. President Eisenhower's special emissary, Assistant Secretary of State Walter S. Robertson failed to win his acceptance to the truce. Rhee wanted an American promise to fight for a unified Korea. Swiss and Swedish truce officers arrived, waited around. The U.N. command turned toward the Communists to see if they could still secure a truce—with or without Rhee.



IN FLOODED STREETS OF FUKUOKA, JAPANESE WADE TO WORK

Disaster on Kyushu

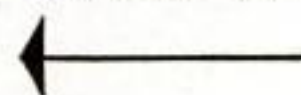
Millions of pounds of food, clothing and medical supplies were being rushed to Kyushu, Japan after the greatest flood disaster in the nation's modern history. Five days of torrential rains ravaged almost 400,000 acres of fertile farmland, closed rubber, iron and steel plants and disrupted electric service. Police reported the disaster in expressive statistics: 657 people dead, 1,168 injured, 1,159,763 homeless.

CONTINUED ON NEXT PAGE

If sweet
soft drinks
leave you
thirsty



Switch to Squirt
...never an
after-thirst!



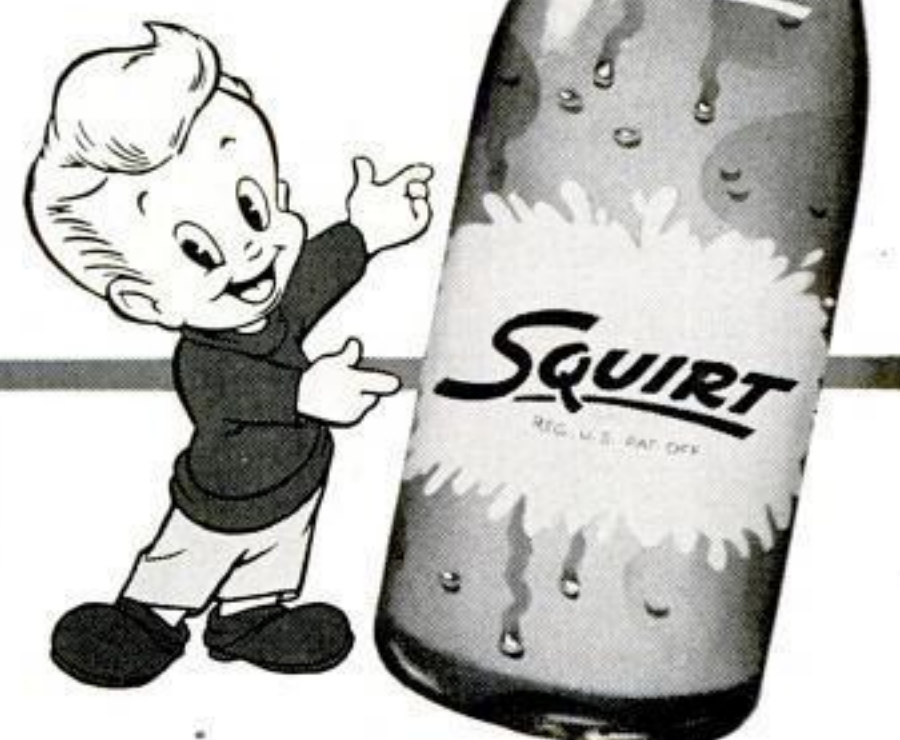
SWITCH TO SQUIRT

Never an after-thirst

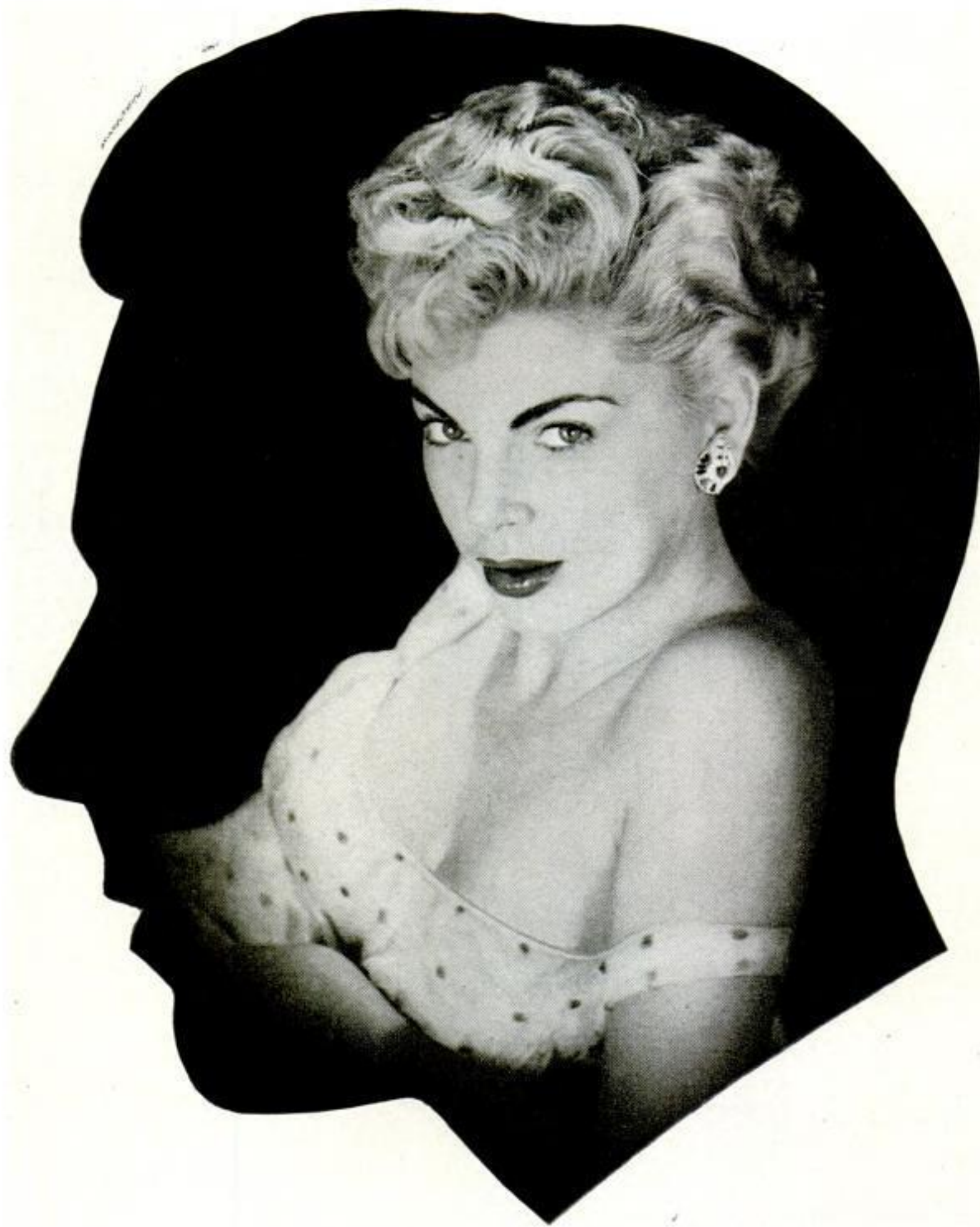
*Fresh, clean taste as you drink Squirt...
fresh, clean taste after you drink Squirt...
never an after-thirst!*

Yes, if sweet soft drinks
leave you reaching for a
water-chaser, then Switch to
Squirt—the one soft drink
that can say and prove—
never an after-thirst!

*When you serve mixed
drinks, and when you
drink, be smooth about it
... Switch to Squirt, the
SMOOTH mixer.*



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WAKES UP
your face!

WOWS
the ladies!

Wonderful!— the way Mennen Skin Bracer cools and soothes your face after every shave—and helps heal tiny razor nicks. But America's favorite after-shave lotion does something more! Its he-man aroma *wows* the ladies. Get a bottle today, for your sake and hers. Freshest start to any day or date.

MENNEN



skin bracer
FOR MEN



GIANT SIZE
98¢
LARGE SIZE
59¢

America's largest selling after-shave lotion.

NEWSFRONTS CONTINUED

A startling biological fact has been noted by Britain's Bishop Tubbs, Dean of Chester. He says choirboys' voices now break at least two years earlier than they did 20 years ago. Organists have to soft pedal for the youngsters.



AZZEDINE WAS TUNISIA'S HEIR PRESUMPTIVE

The price of a prince

Prince Azzedine Bey, 71-year-old heir presumptive to the throne of Tunisia, was shot to death as he sat on his porch one morning reading a newspaper. His murderer, a former convict, said he was paid \$750 for the job, but police called "fantastic" the list of men he accused as his employers and refused to release it. The prince thus joined a long list of men who have abruptly died recently in Tunisia's troubled politics. The prince was counted a friend of France and opposed to the pro-independence tendencies of his cousin, the bey.

The government wound up the fiscal year a whopping \$9.4 billion in the hole. One reason for the deficit was a carry over to the Eisenhower Administration of bills incurred by the Truman Administration, another was the failure of tax collections to measure to expectations by \$3.5 billion. With the new fiscal year of 1954 expected to produce a deficit of almost the same proportions, the treasury was hunting around for scratch to square things off. It announced that for the first time since 1934 it would offer 2½% tax anticipation certificates, some \$5.5 to \$6 billion of them.

New forces for Taiwan

When the Communists conquered China, more than 20,000 soldiers under General Huang Chieh retreated into Indochina. They were interned by the French who, fearful lest the Chinese Communists intervene in the Indochinese war, turned down all pleas to permit them to rejoin Chiang Kai-shek's forces. Then from Taiwan last week came news that the French had changed positions. The soldiers had been moved to Taiwan during the month of June, making a sizable addition to the Nationalist forces. Meanwhile in Bangkok negotiations were under way to transfer 12,000 more from northern Burma to Taiwan.



SECRETARY TALBOTT DECORATES VANDENBERG

In ceremonies at Bolling Air Force Base, General Hoyt Vandenberg, Air Force chief of staff, retired. Absent were President Eisenhower and Defense brass, all officially cool because of Vandenberg's warnings against air budget cuts.



JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.

OF COURSE, THERE'S A DIFFERENCE IN VANILLA PUDDINGS!

1. That's why more children eat Jell-O Puddings than any other!
2. Jell-O Pudding treats are so simple* to make!
3. Double-Feature Wonders—make glorious puddings
OR pie fillings . . . rich in milk nourishment, too!

****Simple for Summer!**

Your grocer has many Simple for Summer specials now. Look for them!



Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream

Which Collins has



Tom Collins of Summertime, U. S. A., is the direct descendant of the juice of one small lemon . . . one teaspoon of sugar . . . a generous jigger of Calvert Gin — all shaken well, poured unstrained into a tall glass with plenty of ice, and soda added to fill.

John Collins popular twin of Tom Collins, is another refreshing summer drink. Make it the same way as a Tom Collins using Calvert Whiskey instead of gin. Or, ask your favorite bartender to make your next Collins with either Calvert Whiskey or Gin.

the Calvert?

BOTH OF COURSE. Many Collins fans have found out that you just can't beat a refreshing John Collins made with Calvert Whiskey or a cool, tasty Tom Collins made with Calvert Gin.

That's because Calvert Whiskey is so smooth and mellow . . . and Calvert Gin so dry and so delicately flavored. For both Calvert Whiskey and Calvert Gin have the same important secret

of better taste . . . *vacuum* distilling that refines out all undesirable flavors.

So here's a tip to the smart host or hostess. Keep *both* Calvert Gin and Whiskey on hand, and you will have your own summer "home bar." You can offer your guests their choice of either a whiskey or gin Collins . . . and a dozen other tasty, cooling summer drinks as well!

Compare...and you'll switch to Calvert



CALVERT RESERVE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLED LONDON DRY GIN—90 PROOF—DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY



PARDNER— HERE'S A TASTE OF THE GOLDEN WEST!



RECIPE

Ma'am, here's just about the easiest recipe you ever made, and...

It'll leave your folks singing cowboy songs. It's the perfect answer for a western-style dinner! Ah, what deliciousness you taste when the rich flavor of Hunt's Tomato Sauce blends in with the other ingredients in this recipe.

2 cans HUNT'S TOMATO SAUCE
½ cup chopped onion **¼ tsp. salt**
Dash of pepper **2 tsp. sugar**
1 tbsp. lemon juice
1 tsp. Worcestershire sauce
2 dashes Tabasco sauce

Combine the ingredients. Cover; simmer slowly till onions are tender—about 30 minutes. Then serve hot on hamburgers,

chicken, cutlets, spareribs, pork, etc. It's different and it's wonderful!

Hunt's Tomato Sauce is all tomato, through and through. And Hunt's is kettle-simmered with fine spices and seasonings to give your recipes a flavor you can't get from any other tomato sauce. Yet...

Hunt's Tomato Sauce costs you only a few cents a can. Try time-saving, cost-saving Hunt's in any recipe that calls for tomato flavor. Look for the Hunt red label at your market!

Hunt-for the best

Hunt Foods, Inc., Fullerton, California

**Barbecue Sauce
made with—**



Guaranteed by
Good Housekeeping
as NOT AN ADVERTISED PRODUCT

The Kettle-simmered
cooking sauce



for Breakfast or Dessert...
HUNT'S HEAVENLY PEACHES

at down-
to-earth
prices!





HEADED BY MAMIE DIAL (BENDING FORWARD) THE GIRLS EMERGE FROM A LEBANESE TENT

THE EYES, EARS, NOSE AND THROAT OF TEXAS

Lebanon gets a brisk going-over by some American 'girls'
who export friendship, sniff out facts and sing incessantly

THESE eleven women and one husband named Mr. Collier came into the customs shed at Beirut's International Airport Sunday afternoon. You wouldn't have known to look at them that they'd been up at 3 a.m. and flying for more than 12 hours from New Delhi. They were fresh, full of pep and Texas. Mrs. Preston H. Dial of San Antonio dragged a local newsman aside and told him a story about a Texan who was wounded in Korea. Thinking himself dead, he opened his eyes, breathed deeply and said in wonder, "Well, whatdya know? Even on doomsday Texans are first out of their graves."

The newsman stared hard at Mrs. Dial for a moment and then wandered off bewildered. As customs men shuffled bags Mrs. Dial, whose name is Mamie just like Ike's wife, got the girls together. They unfurled an enormous Lone Star flag and banner reading "Good Neighbors," then without a word of warning burst into a loud, spirited rendition of *The Eyes of Texas Are upon You*. Like to caused a riot. People dropped everything, rushed over to see what was happening. Some climbed the fence around the customs stall. Others stared, frightened. Foreign office protocol man, Sultan Bey, who was in Surété office checking passports, came rushing out in terror. He looked, listened, shook his head in admiration. "*C'est formidable*," he said.

BEIRUT, LEBANON

As the ladies were escorted from the terminal by red-faced American embassy attachés, a waiter from the airport bar, where everything happens sooner or later, said, "What in God's name are those?"

It was not a new question. This sort of thing has been going on since 1948 in assorted parts of the world. Mrs. Dial and her Texas clubwomen were on the loose again.

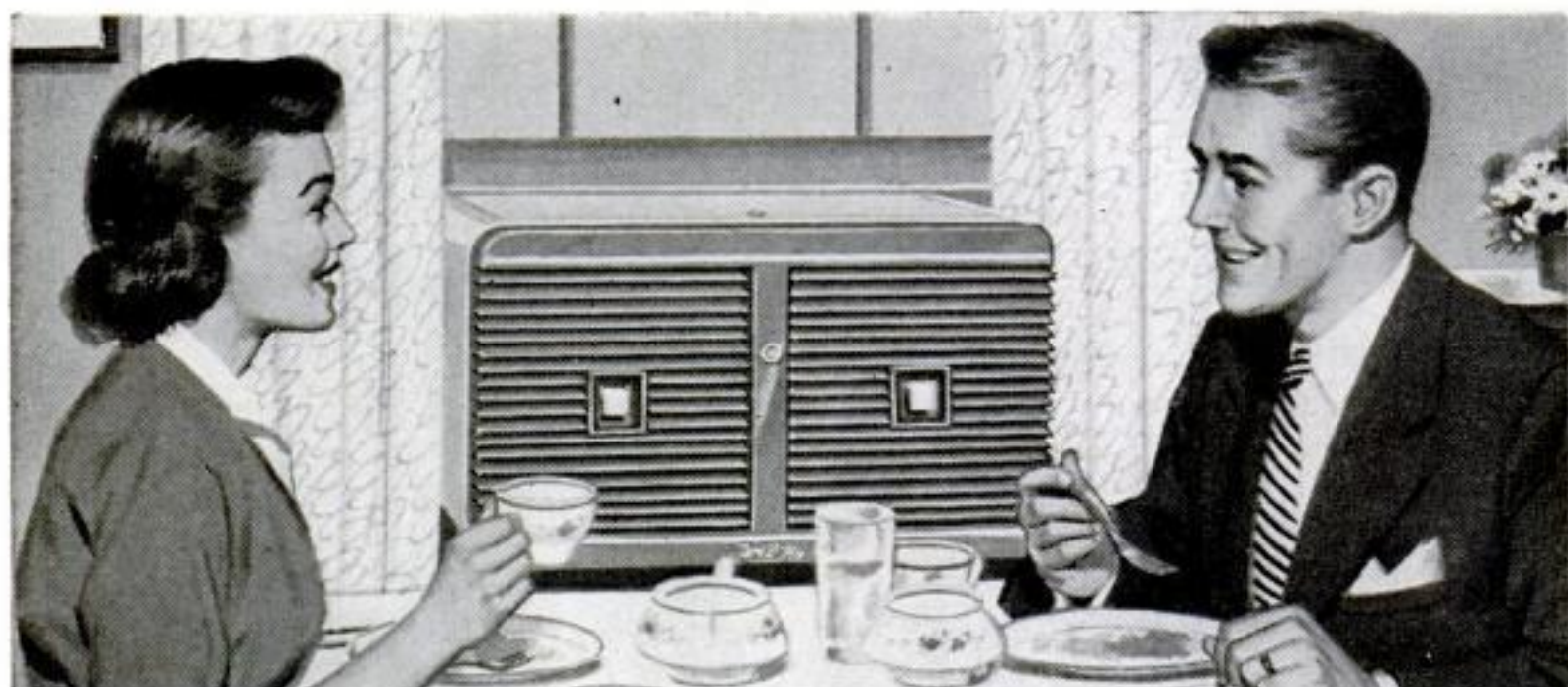
Mamie Dial, Texas Mother of 1950, says in explanation, "Texas has an exportable commodity in her friendliness. We are exporters of it." In 1948 she and a group of girls invaded Mexico with a commission from Texas' governor to make friends and hand out a couple of scholarships to the University of Texas. In 1949, with a different set of clubwomen, Mamie toured Central America. In 1950 South America got the Dial treatment and in 1951 it was Europe, including Greece and Turkey. Last year the girls took on Japan, Korea, Hong Kong and the Philippines. This year they started out in Paris on May 29, did London during the coronation, swept on to Istanbul, Karachi, New Delhi and Beirut. From now until they land in San Antonio on July 17 they will call at Jerusalem, Cairo, Athens, Rome, Zurich, Vienna, Frankfurt, Berlin, Amsterdam, Brussels, London, New York and Washington, where on July 16th they have a date to report their findings to President Eisenhower.

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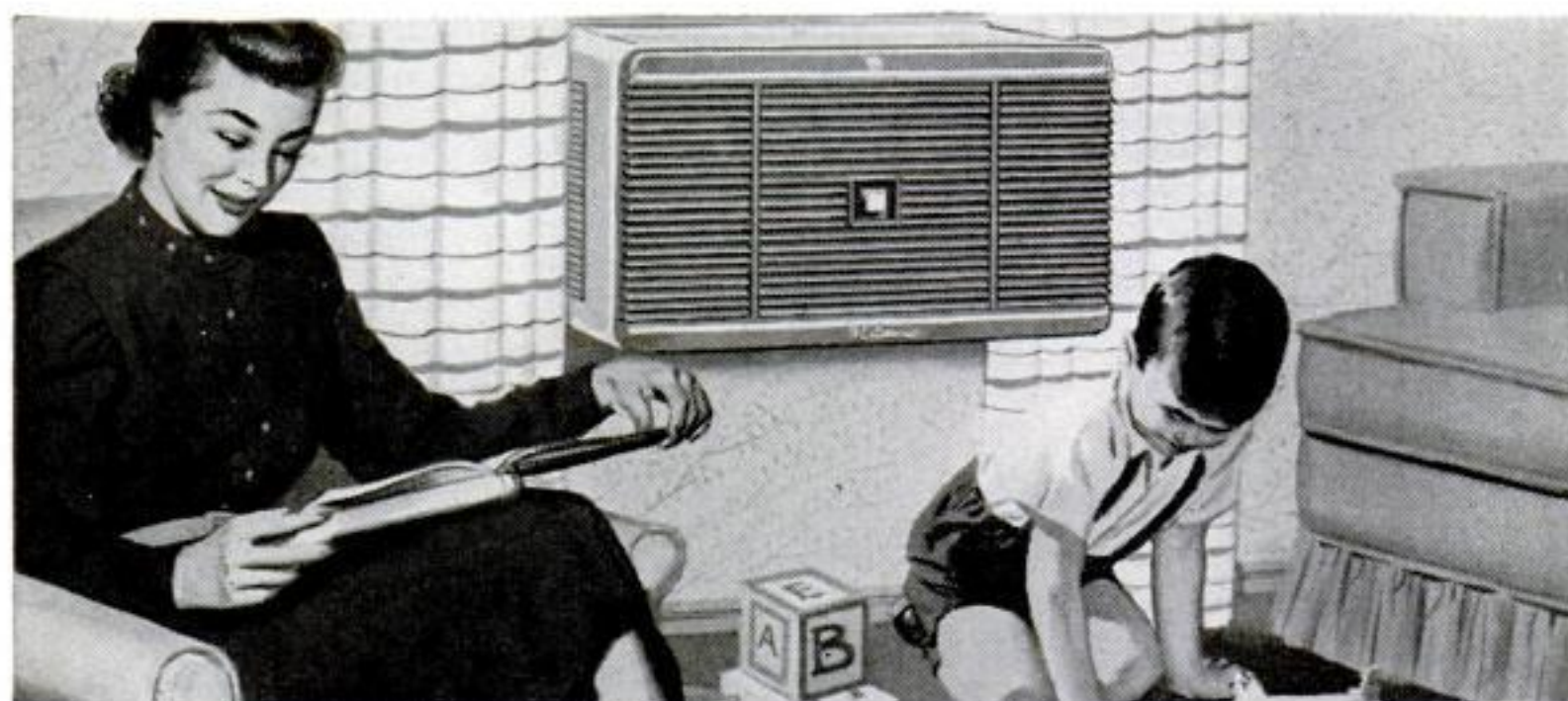
HERE STAND THE EMBATTLED TEXAS GIRLS, THEIR FLAG TO THE FOREIGN BREEZE UNFURLED. AT RIGHT STANDS MR. COLLIER



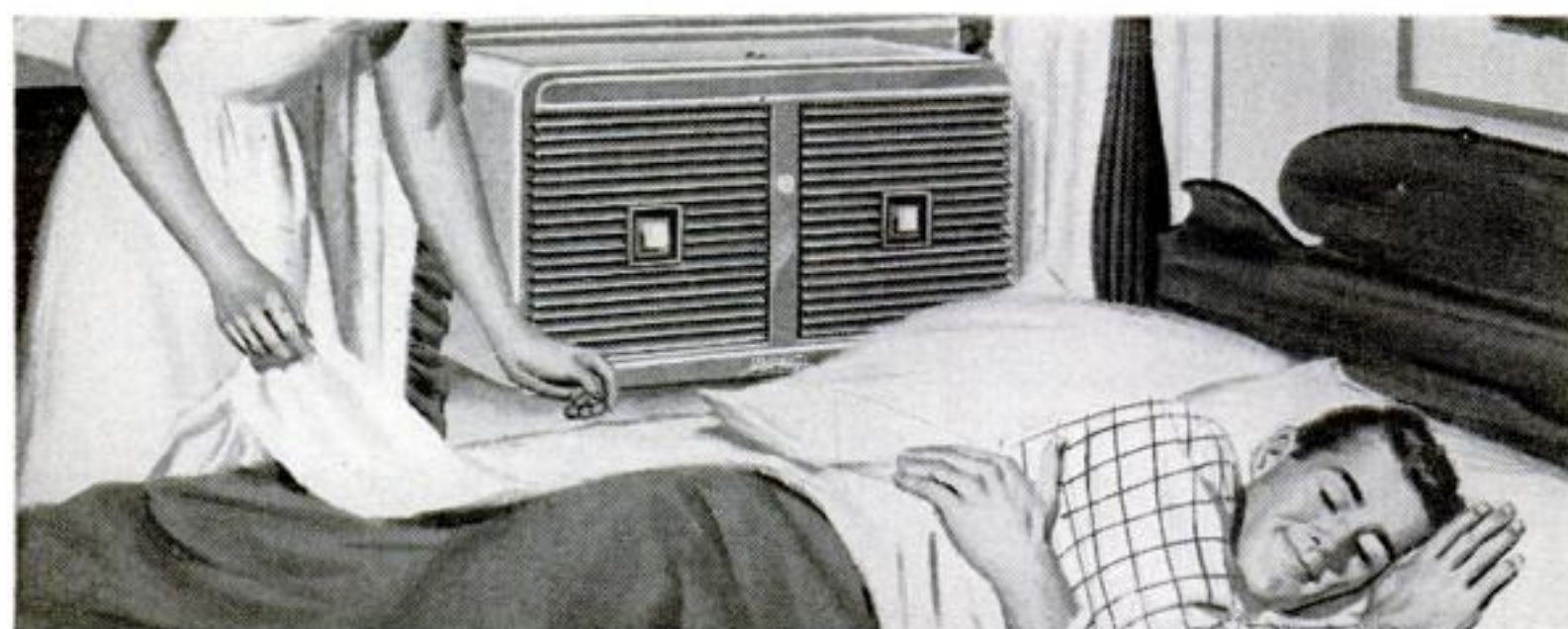
THAT "Top-of-the-World" FEELING



... Dinner in a cool, cool room



... Relax or play, still cool and comfortable



... then sleep soundly in air-conditioned comfort

You'll feel better
with an **RCA Room**
Air Conditioner

Don't let summer sap your vitality and sparkle. "Tune in" perfect weather with your RCA Room Air Conditioner. Heat, humidity, dust and pollens become just a memory! Your appetite's keen. You sleep soundly—in a room free of street noises. You relax in air fresh and sweet and cool as a mountain resort.

EXCLUSIVE RCA ADVANTAGES:

RCA "Heart-of-Cold" Compressor • Directional grille • Easy operating Climate Tuner • Beautiful design • 5-Year Warranty on entire hermetically sealed cooling system • RCA Service Company's optional low-cost contract for installation and service by RCA's own technicians.

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA

IN CANADA, RCA VICTOR COMPANY, LTD., MONTREAL



EXCHANGE OF COLORS takes place between mayor of Beirut and Mrs. Dial, here shown accepting Lebanese flag while girls hover on brink of song.

TEXAS TRAVELERS CONTINUED

Despite their corny approach Ike could do worse than listen to Mamie's girls. One embassy attaché who was cross-examined by several of them says their questions and general knowledge of the Middle East were certainly no worse than those of other peripatetics like Eleanor Roosevelt and Adlai Stevenson.

Because of their late arrival the girls didn't have time to wash their faces or shower. Instead they were hauled directly to a Palestinian refugee camp at Dbayeh near Beirut. Because of the Moslem holiday the ladies were taken to a camp occupied exclusively by Christians. Camp also a Communist hotbed. Mamie and crew pushed men aside, started gabbing with frightened women who after a while got into the spirit of things. The Texans wanted to know what life used to be like in Palestine and what it is like today. They were very moved by stories of suffering and what they saw with their own eyes. Suddenly Mamie Dial turned to the *mukhtar* (headman) of the camp and asked in a quavering voice, "Please, may we pray?" The *mukhtar*'s mouth flew open. All he could say was, "Protestant or Catholic?" Mrs. Dial said both. The ladies, surrounded by every man, woman and child in the camp, made their way into a shed. Lady named Mrs. Springer, who calls herself "The Texas Song Bird," broke into a doleful hymn. It was so pretty and sad the Palestinian women started weeping. Men brushed tears away and whispered that this woman was the mother of eight sons. Real woman. Then Mrs. Dial launched into prayer. She asked God to "enlighten world leaders so that they may find a solution to the dreadful plight of these, God's children." Young men wept, old ladies wailed. Refugee women threw their arms around Texas girls and a lot of kissing went on. Was like an old-fashioned revival.

Early Monday morning Christo, the cynical concierge at St. George's Hotel, was counting his money when up tripped Luella Thomson, one of the party's twins. "Please," she said, "may I be the first to say good morning?" Before Christo, a hard-bitten Cypriote, could close his mouth, the other twin, a Mrs. Kennedy, said, "And please, may I be the second?" For once in his life Christo was at a loss for words in any language.

Next day the girls went over to Bekkah Valley where they inspected a Point Four public health demonstration center. A lady with two daughters who are public health nurses grilled the doctors and came away convinced that standards were up to those of Texas. The ladies then went to Zahle in the mountains where they were guests of a Lebanese women's club. They were shown kindergartens, thought it all was wonderful. Mrs. Dial prayed again, beseeching the Lord to guide those women of Lebanon who vote for the first time next month.

"We are greatly impressed," said Mrs. Dial, "when we see the lifting of the veil from the eyes and minds of women." Then the girls sang *The Eyes of Texas Are upon You* and departed in a mist of tears.

Monday night U.S. Ambassador Harold Minor threw a reception in the embassy garden. The girls had half an hour to dress and put on war paint, and made it skidding. They created Kansan Harold Minor an honorary citizen of Texas. They presented Beirut's Mayor George Assi with a Texas flag. He reciprocated with Lebanese flag. Then the girls sang *Eyes of Texas* while French-trained Lebanese sophisticates tittered. New Citizen Minor asked the whole party to join in on the second chorus. The chauffeurs outside were frightened. "Formidable," they said. "C'est formidable."

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NP-27 BEATS ATHLETE'S FOOT

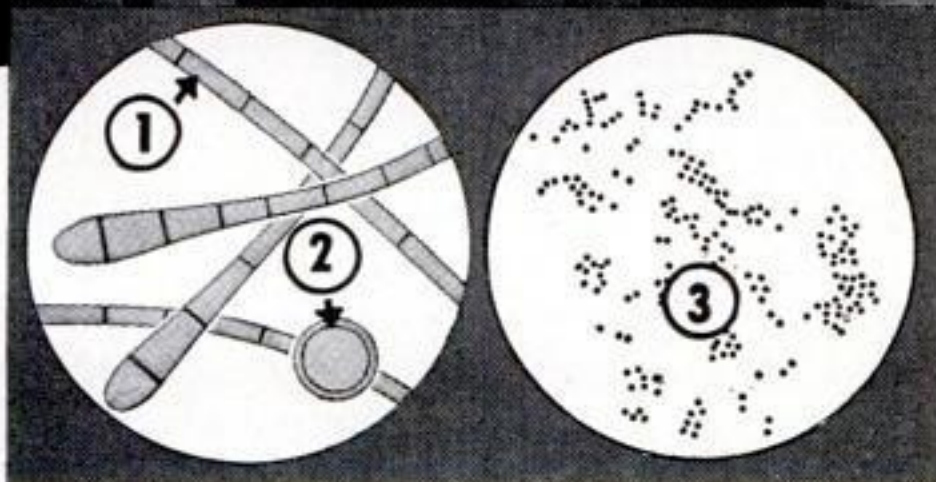
with Triple-Action + Penetration



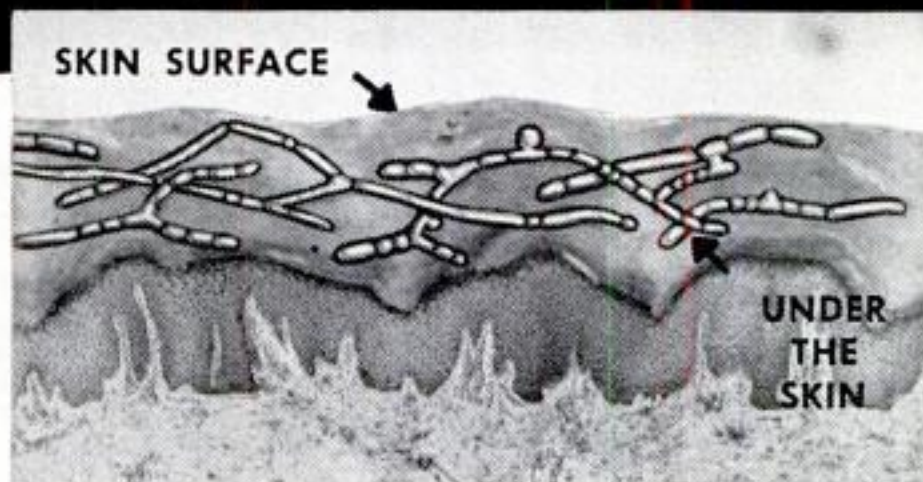
FUNGICIDAL

SPORICIDAL

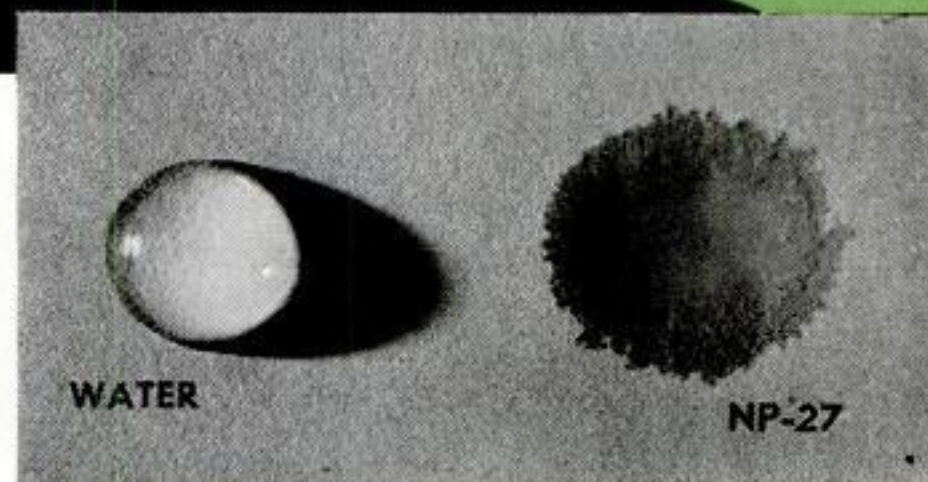
BACTERICIDAL



HERE'S WHY triple-action "magic green drops" of NP-27 give wonderful relief from Athlete's Foot. See above diagram made from microphoto of infection. Athlete's Foot infection may involve *fungus* (1) which usually causes the disease, also hardy *spores* or "seeds" (2), and harmful *bacteria* (3). NP-27 is formulated to kill *all three*.



PENETRATION is necessary because the fungus which usually causes Athlete's Foot thrives *under the skin surface* (see scientific drawing above). Treatment should penetrate to kill buried fungus. Clear, sparkling liquid NP-27 combines triple-action with *penetration* to help clean up symptoms fast. Use NP-27 at first sign of Athlete's Foot.



See how NP-27 PENETRATES: Drop of water (above) stands on surface of ordinary sheet of paper. But drop of NP-27 *penetrates* into the paper fast. That's because NP-27 has remarkably *low surface tension*, about one-third that of water. NP-27 soaks in, to get at the fungus buried in the skin. Tests prove NP-27 *penetrates* even tough tissue such as toenails.

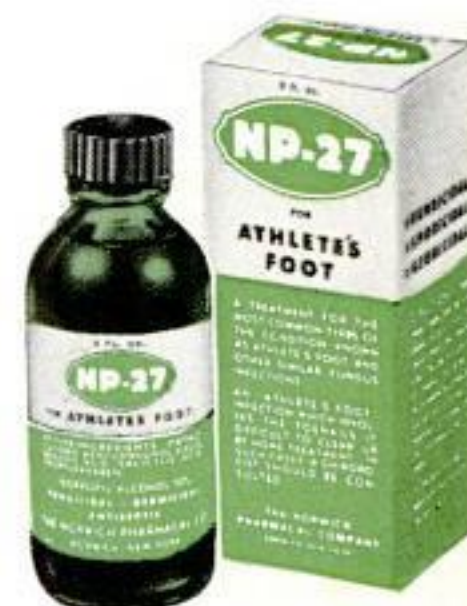
RECOMMENDED BY CHIROPODISTS AND COACHES

In a cross-section poll of the nation's Chiropodists (foot specialists), NP-27 received over 80% of all the votes for all publicly advertised remedies for Athlete's Foot—over four times as many as any publicly advertised product (including liquids, powders, creams). Famous coaches at leading universities reported wonderful results with NP-27. People across the country are benefiting from NP-27 triple-action plus *penetration*.

TO BEAT ATHLETE'S FOOT, DO THIS . . .

Use quick-acting NP-27 at first sign of itching, peeling, cracks between toes. NP-27 will help give you prompt relief and clear up infection before it can become dangerously serious. Pleasant to use; non-irritating; doesn't stain skin; dries almost instantly. Buy NP-27 *now*. If you don't get wonderful results fast, your druggist will refund full purchase price. Product of **The Norwich Pharmacal Company, Norwich, N. Y.**

(NP-27 is available also in Canada.)



NP-27

for Athlete's Foot



*You, too,
will like Pure-Pak's
extra cleanliness!*

**Pure-Pak containers are used only once,
only for dairy products, only by you.**

Save space in refrigerator.



Discard like any other
empty food package.



Lighter, easier for milk-
man to carry.



*Write a note
to your
milkman today!*

Pure-Pak
EX-CELL-O CORP. DETROIT, MICH.
YOUR PERSONAL MILK CONTAINER

Pure-Pak Division,
EX-CELL-O CORPORATION,
Detroit 32, Michigan

TEXAS TRAVELERS CONTINUED

Tuesday they went to a reception given by the American Women's Club of Lebanon. They unfurled their banner and flag and sang guess what. Mrs. Dial then presented Mrs. Laura Tabet, president of the Union of Lebanese Women's Clubs, with two scholarships to the University of Texas. It is her custom to give out two in each country, usually to the chief of state, but because she was so impressed with the Lebanese ladies she gave the scholarships to them. Scholars yet unpicked.

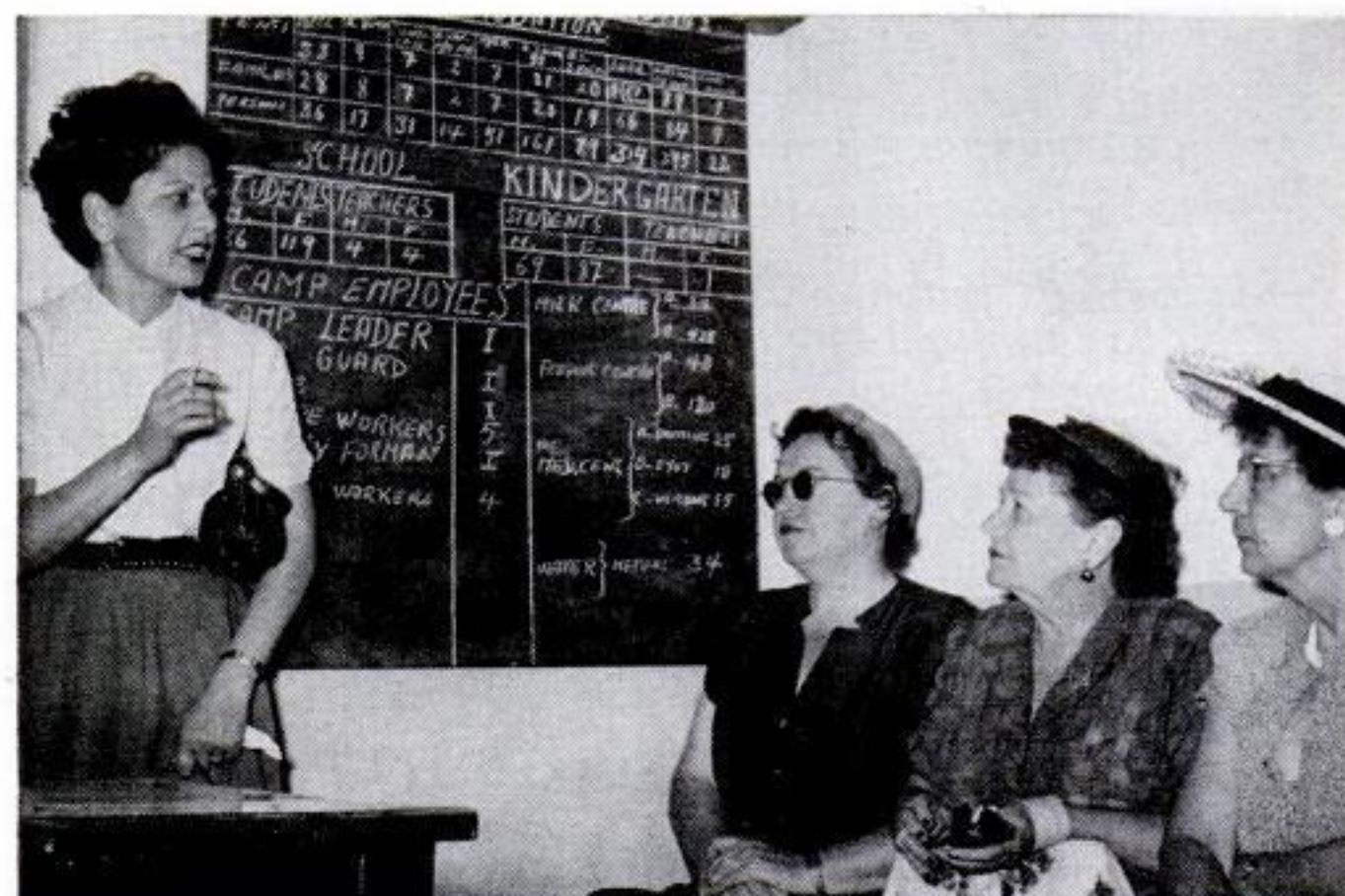
[From San Antonio last week LIFE's correspondent reported a certain amount of uneasiness about the scholarships. Mamie actually does not bestow anything that a foreign student could not get for himself by making application directly to the university—the university is authorized to cut the tuition to as little as \$50 a term for foreign students. When foreigners get down to essentials, they discover that Mamie's scholarships consist only of invitations to come to Texas and take advantage of the tuition discount. "It is somewhat embarrassing," observed a university staff member. The university must brace itself for a flood of pitifully happy letters each time Mamie goes abroad. Would-be students write to express their thanks, adding that they are all packed and ready to go—"just send me the money for my ticket." It is difficult to tell them that they must arrange for their own fare and for their room, board and other expenses when they get to Austin. This minor misunderstanding, however, is submerged in the vast respect in which Mamie Dial is held in San Antonio and, for that matter, elsewhere. She is immensely popular in the countries she has visited, particularly in Latin America. She holds the Order of Balboa, highest award the Republic of Panama gives to civilians, in recognition of her work as honorary consul for that country in the U.S.]

Mamie and her girls frightened local Americans at first, but must now admit they made a big hit with the Lebanese. Said one socialite Lebanese woman, "I was at first bewildered, then tremendously moved by their forceful friendship." An American woman, who wished devoutly at first that they would stop singing, said, "I was never so wrong. Lebanese women were absolutely floored by them. They ate it up." Said the Arabic newspaper, *Al Hayat*, "Of all Americans, the people of Texas are known to be tough. Perhaps the life they live on horseback and among cattle is responsible. . . ." Another newspaperman wrote, "Almost all members of this delegation must have taken part in America's Civil War." One rather shaken male named Anis Nassif remarked in conversation with Mamie Dial that from her talk it would appear that women have full control over the governor of Texas. "Not only that," said Mamie. "We also guide him by his nose."

The thing which impressed the ladies most was the plight of the Arab refugees from Palestine. Said one, "I've seen refugees in Germany and Pakistan but this is more pathetic because it's not these people's fault. It's the fault of outsiders, including us." The ladies promised the refugees that they'd certainly give President Eisenhower an earful. He'd better think up some answers, because the ladies are going to ask him what he's prepared to do about this mess, which was caused, according to one lady, by "that man Truman."

Having turned Beirut upside down, the ladies and Mr. Collier departed for Jerusalem Tuesday afternoon. Said one embassy man, who usually sighs with relief when VIPs clear out, "You know, they were real good people. I'd like to see them come back."

—JAMES BELL



GETTING THE FACTS, the girls listen to a lecture on refugee-camp routine by Lebanese welfare worker. They will now relay them to Eisenhower.

Another friendly message from
Betty Crocker of General Mills

Ever pack a sandwich lunch?

Millions of women pack lunch boxes *every day*—for the children at school—for the man on his job. That makes the lunch box an important midday meal which must supply enough energy to carry a playing child or a working man from noon to dinner. And all this energy must come out of one small box.

So?

Lunch-in-a-box should be a carefully planned, well-balanced meal. *Most important, it must get eaten.* The deadly enemy of the lunch box is monotony—the same sandwich, the same apple, the same hot or cold drink every day. A good lunch box needs variety to tease the appetite. And variety begins with the heart of the lunch box—the sandwich.

How much variety can you get in a sandwich?

There is a wide variety of delicious breads—enriched white, whole wheat, cracked wheat, pumpernickel, rye, nut, French, buns, rolls. There are many more, of course, than just these nine kinds. And no one has ever tried to count all the possible sandwich fillings. Consider these few samples—and all of them are tasty:

Bologna or lunch meat with water cress
Ground ham or beef with relish
Ground liver, relish, celery
Ground veal, celery, carrot
Chicken salad or sliced chicken, tomato
Corned beef, hard-cooked egg, relish
Chopped frankfurt, hard-cooked egg, relish
Minced ham, creamed cheese, pineapple
Shrimp, tuna, sardine or egg salad
Sardines, hard-cooked eggs, mayonnaise
Baked beans, chili sauce, pickle or onion
Cream cheese with chopped olive or onion
Cole slaw, hard-cooked egg, pickle
Peanut butter with chopped bacon, or with
jelly, raisins or prunes

More than twenty different fillings in that short list. If we were to use only these breads and these fillings, we could make a different sandwich every working or school day for *more than six months!* The BETTY CROCKER PICTURE COOK BOOK lists many other interesting ideas. Or you might drop me a card for my free folder on thrifty, delicious sandwiches.

Don't stop here!

Plan for *extra surprises*—and change them daily. Potato chips, cheese crackers, fruits, cookies, a slice of cake or wedge of pie, nuts, raisins, hard-cooked eggs, a triangle of cheese, carrot sticks, a stalk of celery. Use a tightly closed cup for puddings, stewed fruits, gelatin, salads. Soups and juices can add to the variety. Yes, lunch—in a box—can be an appetizing, nourishing meal!

Betty Crocker
of GENERAL MILLS
MINNEAPOLIS

General Mills brings you Betty Crocker's advice on nutrition in the interests of your family's health and welfare. This is one phase of General Mills' nutrition service to teachers, students, parents and the public. General Mills makes WHEATIES, KIX, CHEERIOS, BISQUICK, GOLD MEDAL AND SOFTASILK FLOURS, BETTY CROCKER MIXES, FLOURS FOR BAKERS, HOME APPLIANCES, O-CEL-O SPONGES, and other fine products

*It's Three O'Clock in the Morning**



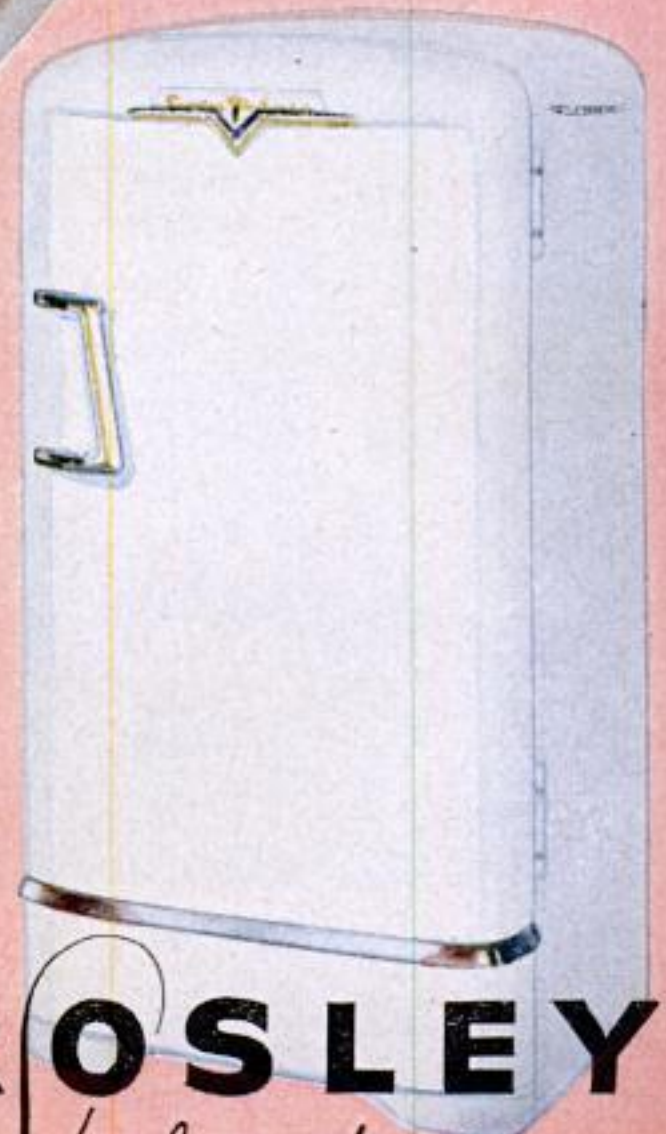
And **HER CROSLEY SHELVADOR®
IS DEFROSTING ITSELF!**

*A Care-Free Kitchen
is the Heart of Your
Home... So Set
Your Heart
on a
Crosley*

You've dreamed of a refrigerator that would never need defrosting . . . a refrigerator that would free you forever from the messy chore of getting rid of frost and frost water. Well, that dream comes true . . . completely true . . . in the new Crosley Shelvador. Every night, while you sleep, Crosley defrosts itself—completely, quickly, automatically—from

every freezing surface! There's nothing to turn on, nothing to turn off, nothing to empty—*absolutely nothing for you to do at all!* So set your heart on a beautiful, work-saving new Crosley Shelvador Refrigerator. See your Crosley Dealer soon for the Shelvador that fits your purse and purpose. *Crosley Division, AVCO Manufacturing Corp., Cincinnati 25, Ohio.*

*By Permission, Leo Feist, Inc.



CROSLEY
Shelvador

BETTER PRODUCTS FOR HAPPIER LIVING

Shelvador® Refrigerators • Shelvador® Freezers • Electric Ranges • Home Laundry • Room Air Conditioners • Sinks and Food Waste Disposers • Electric Water Heaters • Steel Kitchen Cabinets • Automatic Dishwashers • Radios • Television

SEQUEL



WALT DAVIS WORKS ON JUMPING TECHNIQUE AT BALLET SCHOOL

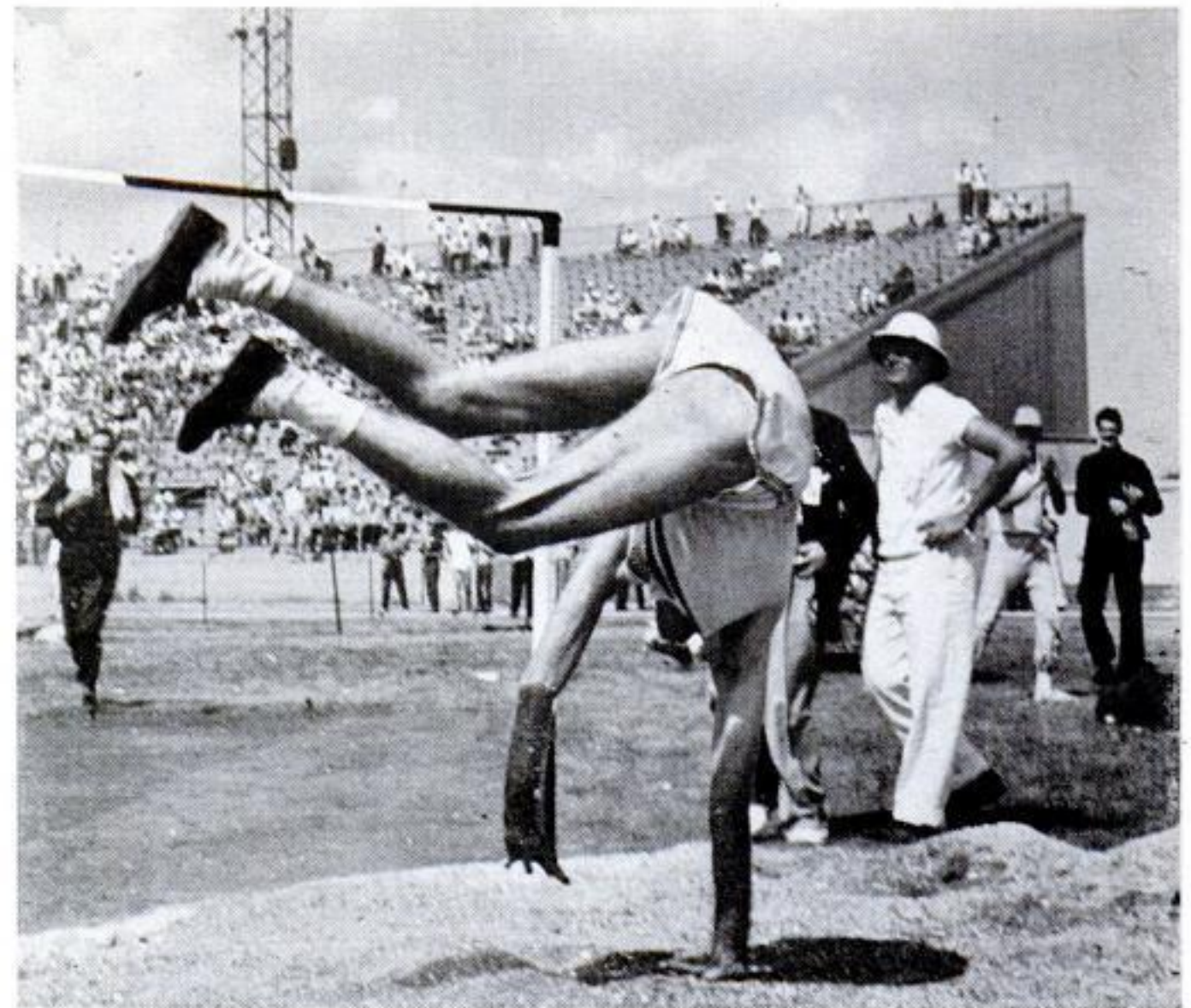
BALLET HELPS TEXAN MAKE BIG JUMP

Walt Davis, a tall (6 feet, 8 inches) Texan, was long obsessed with breaking the 12-year-old world's high jump record of 6 feet 11 inches. After winning at last year's Olympic games, but falling 2 $\frac{3}{4}$ inches short of the record, he resorted to ballet lessons (*above*) in an effort to improve his jumping form (*LIFE*, Jan. 26). In his first competition after that Davis almost broke his ankle instead of the record, but two weeks ago in the A.A.U. Track and Field Championships at Dayton he finished off his opposition without stress or strain, then asked the judges to raise the bar to a lofty 6 feet, 11 $\frac{1}{2}$ inches.

On the first two attempts Davis was unable to clear the cross-piece. On the third and last try his lean, lanky body touched the bar (*right*). The bar swayed precariously on the uprights. But it did not fall. With the greatest high jump in history, 23-year-old Davis had stolen the show from Wes Santee, the University of Kansas' great distance runner who was also trying to do what no human has ever done before: run a mile in four minutes (*p. 58*).

IN HIGHEST JUMP Walt Davis skims bar at 6 feet, 11 $\frac{1}{2}$ inches with a "western roll." Old record of 6:11 was made by Les Steers of Eureka, Calif.





AFTER HIS RECORD LEAP Walt Davis breaks fall into sawdust pit with his right arm. Last winter he sprained his ankle when he came down feet first.



TRIUMPHANT GRIN spreads over face of Davis who grabbed two handfuls of sawdust to throw in the air as contestants rush in to congratulate him.



RECORD-BREAKER'S SIGNATURE is applied to the official affidavit. A Texas A. and M. graduate, Davis says he expects to go on jumping indefinitely.

CONTINUED ON PAGE 58



A
New Kind
of
Social
Security!

Old Spice
**STICK
DEODORANT**



3 months' supply
1.00
plus tax

no more

- runny liquid
- sticky cream
- messy fingers

The stick does the trick!

For a superior shave—

Old Spice Shaving Cream,
Lather or Brushless, .50
Old Spice After Shave Lotion,
1.00 plus tax

SHULTON

New York • Toronto



Kodak
TRADE-MARK



To store up
good times...just
press the button

Fishing with a friend who almost believes
your yarns . . . driving along that ridge
that takes your breath away . . . swimming
with Junior, the family's champion dog-paddler.
Glorious vacation time—and in snapshots,
it's yours to keep, for pennies.

*Take your camera with you everywhere—
for that's where great snapshots are*

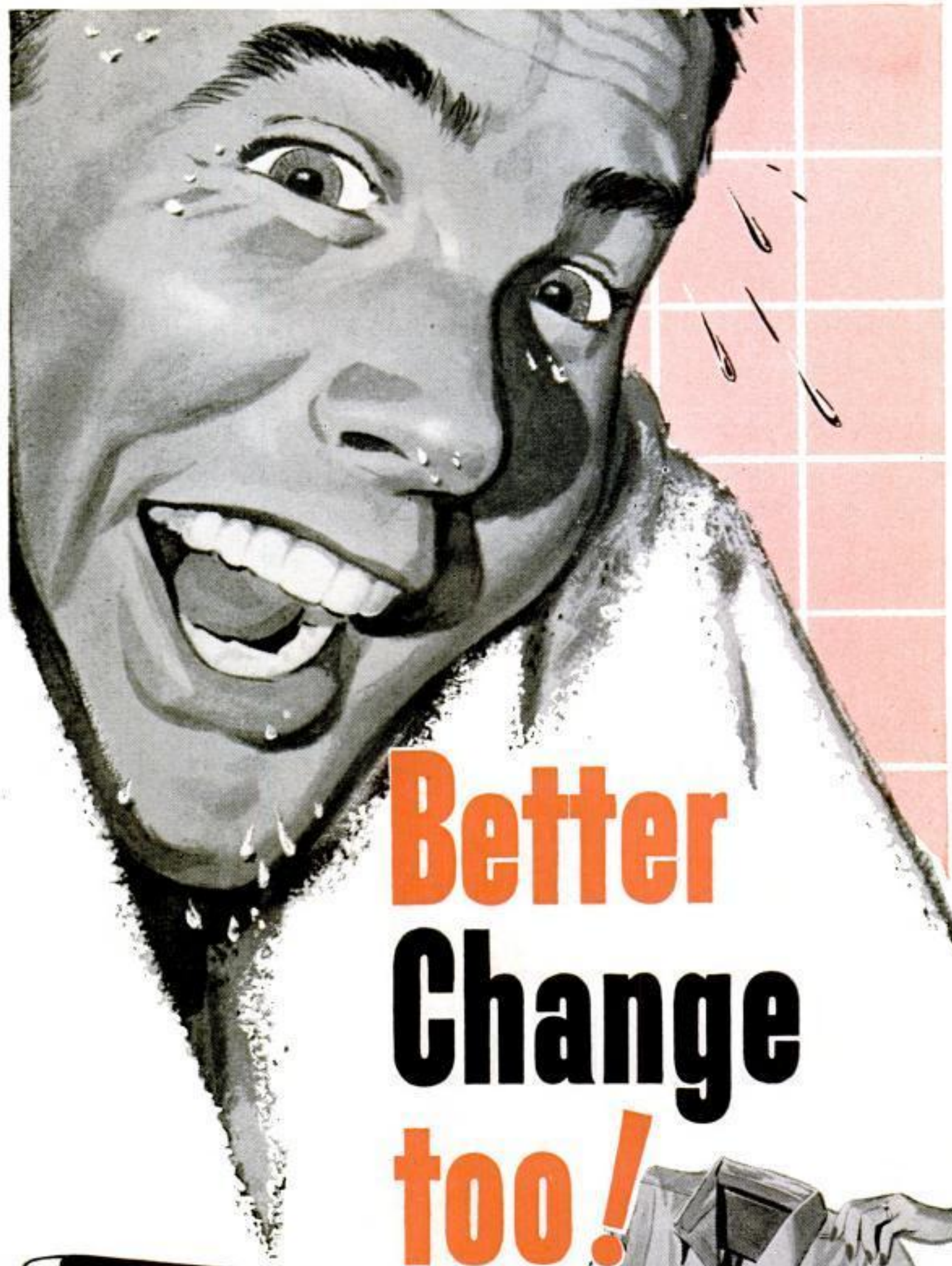
It's so easy to save your memories instead of wishing you had.
Just get the take-your-camera habit. Take it everywhere—and
use it. On the porch. In the yard. On family outings. Wherever
you go. Try it for a week, and you'll want to do it all your life.

New, thrifty Duo-Pak holds two rolls of Kodak
Verichrome Film for black-and-white snapshots.
One for your camera . . . one for a spare. In the
popular sizes 620, 120, and 127.

First choice of beginners and experts alike—
Genuine Kodak Film—in the familiar yellow box

Eastman Kodak Company
Rochester 4, N.Y.





**Better
Change
too!**



*All over America
Men of Production
are changing to
Dickies*



sold in 48 States

Write for name of
nearest **Dickies**
dealer

You, too, will want to change to DICKIES when you find out how good they make you feel . . . how smart they make you look . . . how comfortably they fit. DICKIES Fit You . . . Fit Your Job. That's why millions who wear work clothes prefer DICKIES. They're:

- ▶ FULLY Sanforized — easy to iron
- ▶ DURABLE — made of top quality Army Twill
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- ▶ EXCLUSIVE — waist and seat Easy-Alter outlet

AND you can buy Dickies in 5 popular fast colors!

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509 West Vickery Blvd., Fort Worth 1, Texas
NEW YORK • CHICAGO • FORT WORTH • LOS ANGELES
BAINBRIDGE, GA. • SOMERVILLE, N. J. © 1953 W. D. Mfg. Co.



Big Jump CONTINUED

FOUR-MINUTE MILE BEATS SANTEE

MILER WES SANTEE keeps his opponents waiting and grumbling as he walks leisurely to starting line for his try at the "four-minute mile." A 21-year-old junior at the University of Kansas, Santee, the best U.S. miler ever, recently set new U.S. record for a mile (4:02.4).



RACE AGAINST CLOCK fails on slow, heavily cindered track as Santee finishes the mile in 4:07.6. He breaks the tape a full 30 yards ahead of nearest rival. After running the three-quarters in 3:05.4 Santee was sure that he would not accomplish a four-minute mile.



CASUAL WINNER signs autographs while resting against railing. When told that England's Roger Bannister had done 4:02 the same day in Europe he said, "More power to him." Santee will try for four-minute mile this summer in Europe where he expects to race Bannister.





Frosted Julep
fizzes Sealtest
Sherbet with ginger ale,
garnished with
mint and maraschino
cherry, for a
midsummer day's
dream of a pick-you-up!

Appetizers

In cantaloupe halves
On fruit cup
On melon ball cup

In Main Courses

*With roast meats,
fish or chicken*
*... In scalloped
orange shells*
... In soufflé cups
... In lettuce cups
... As a side dish

In Salads

Fruit salad
*Especially good with
cold meats*

For Frosted Drinks

In fruit fizzes
In sodas
With ginger ale
In lemonade
In punch bowls



Sherbet Cone
is a wonderful
nutritious
summer refresher,
so easy and quick
to put together!
Have one often!

look at all you can do with

Sealtest
TRADE MARK
SHERBETS AND ICES



Fruit Cocktail Supreme nestles Sealtest Sherbet
in bed of fresh or canned fruit for a perfect
beginning or end to any meal!

As a Dessert

Plain sherbet
Sundaes
Parfaits
Pie à la sherbet
Cake à la sherbet
*Shortcake
à la sherbet*
*Gingerbread
à la sherbet*
Waffles à la sherbet
Peaches and sherbet
Berries and sherbet
Sherbet in tart shells
Sherbet in Mary Ann cups
Sherbet in meringue shells
*Sherbet with chocolate
sauce*
Banana split

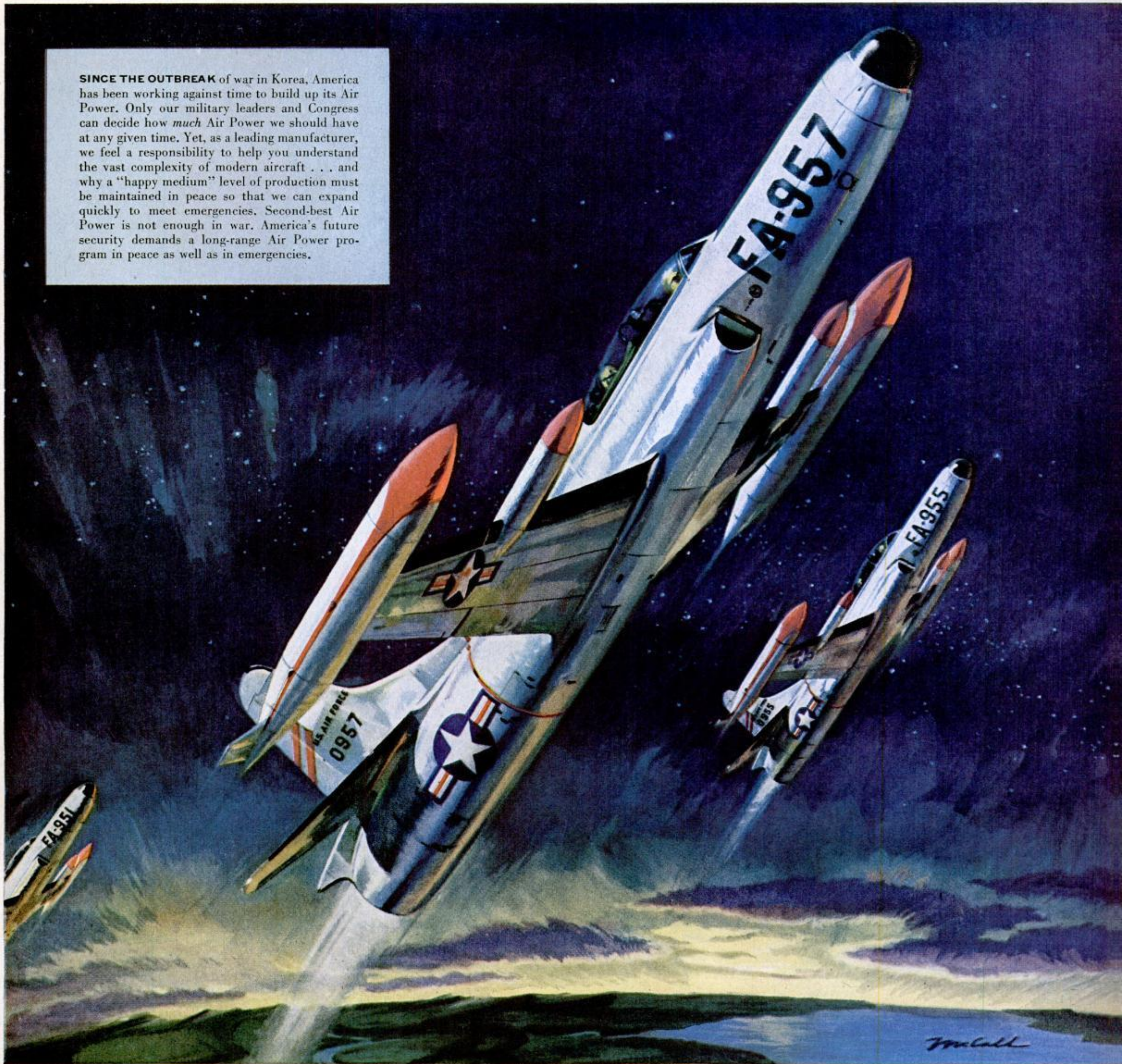
Between Meals

Sherbet in a cone or dish



Cool, Cool Luncheon
in a jiffy—a platter of cold sliced chicken
with Sealtest Sherbet in pineapple ring, garnished with green olives!

SINCE THE OUTBREAK of war in Korea, America has been working against time to build up its Air Power. Only our military leaders and Congress can decide how *much* Air Power we should have at any given time. Yet, as a leading manufacturer, we feel a responsibility to help you understand the vast complexity of modern aircraft . . . and why a "happy medium" level of production must be maintained in peace so that we can expand quickly to meet emergencies. Second-best Air Power is not enough in war. America's future security demands a long-range Air Power program in peace as well as in emergencies.



RADAR-GUIDED, NEAR-SONIC LOCKHEED F-94C INTERCEPTORS, POWERED BY MIGHTY PRATT & WHITNEY J-48 JET ENGINES, ARE ARMED WITH 48 AIR-TO-AIR ROCKETS.



SUPERSONIC AIR FORCE FIGHTERS OF THE FUTURE WILL INCLUDE NORTH AMERICAN F-100s, McDONNELL F-101s, AND CONVAIR F-102s, SHOWN IN THESE ARTIST'S CONCEPTIONS.

300 M.P.H. FASTER

BUT 4 TIMES HARDER TO BUILD

A new generation of jet fighters now flies with your U.S. Air Force—8 years after design work began

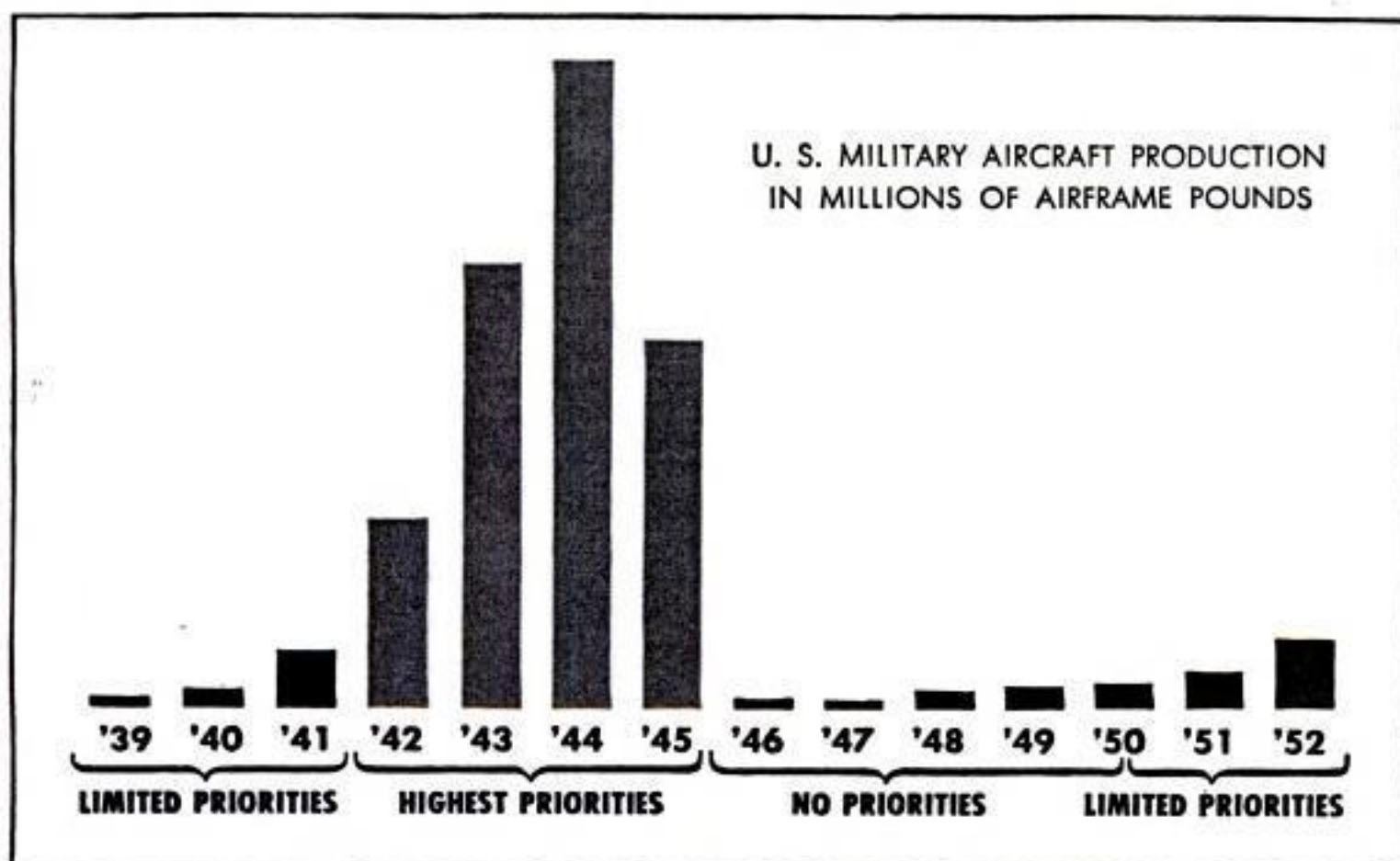
Two typical members of a new generation of Air Force jet fighters are the North American F-86 Sabre, which has scored a blazing 11 to 1 ratio of wins over enemy jets in Korea, and the potent Lockheed F-94C Starfire now on guard here at home.

Far brawnier and brainier than any fighter aircraft built during World War II, these and other American jets are unsurpassed in the world today. But building them has been a long, hard job.

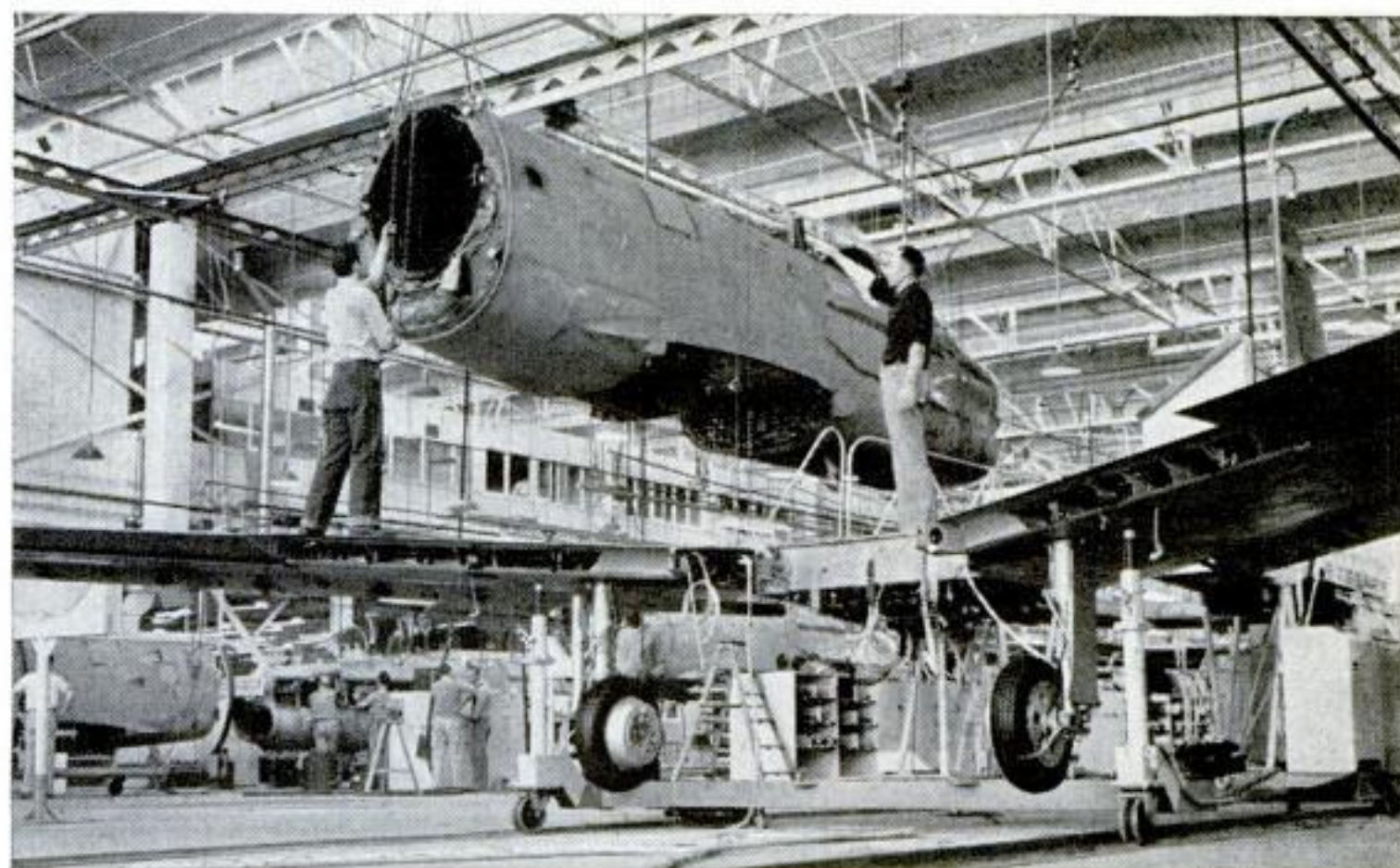
Few people realize the enormous technical effort needed to design and produce aircraft with blazing speed, with ability to climb like a rocket, and with weapons which are dependable under the severest conditions. For instance, ten years were required to develop parts of the Starfire's 1,200-pound electronics system, which costs more than a complete fighter of the last war. But this system, linked to rockets, can help find and track its target, then aim and fire a deadly barrage, even though the invader is hidden by night or storm.

Complex as the problems have been, production models are now rolling from assembly lines in quantity, and even more powerful aircraft have been ordered into production. America can be grateful that, even before World War II ended, basic design work on this new generation of fighters was well under way . . . and that the country's aircraft industry had the skill and capacity to develop and build them.

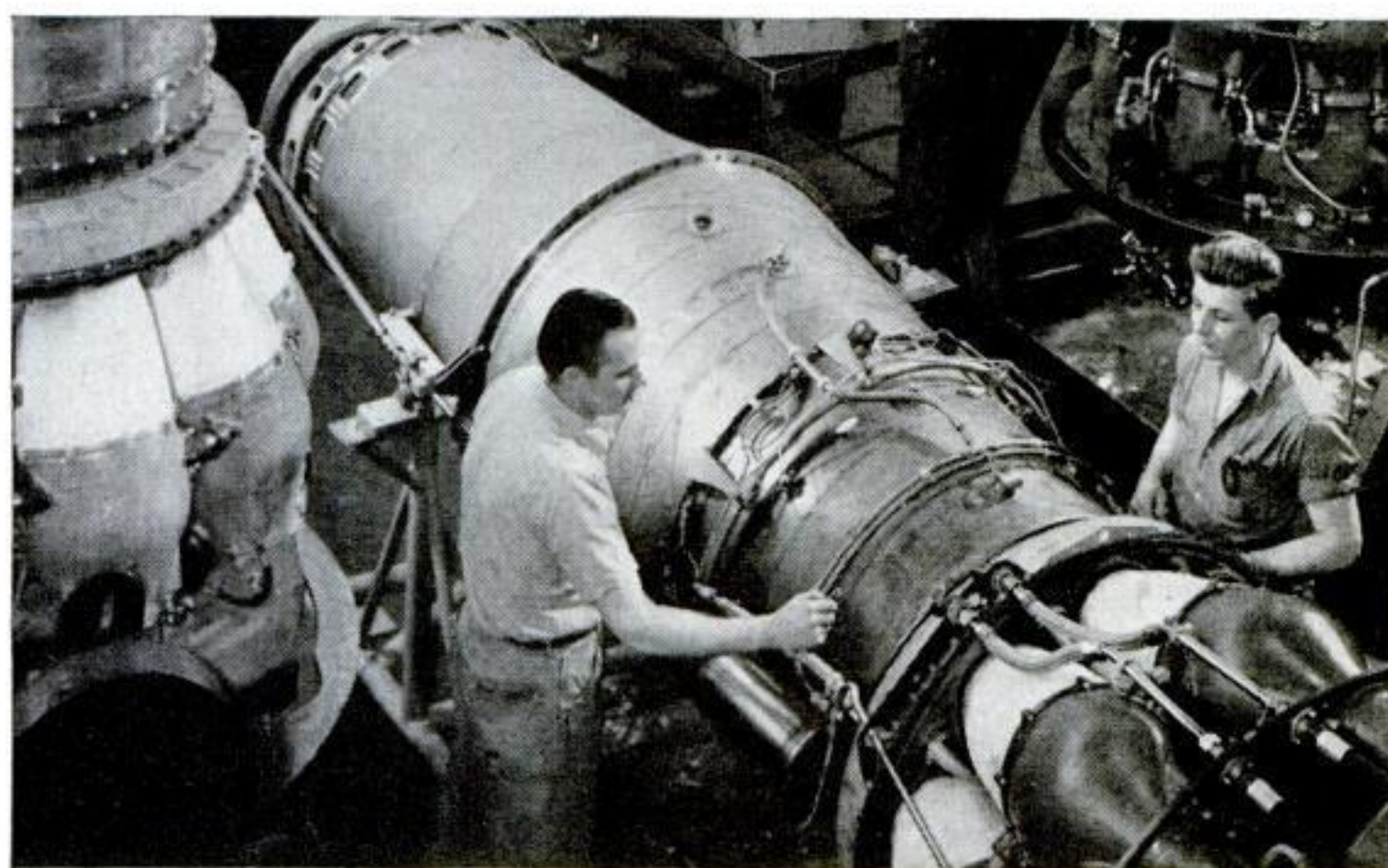
For today your Air Force fighters are bigger, better equipped, deadlier by far, and faster by nearly 300 m.p.h. than the best fighters of the last war. And in spite of the problems involved in designing and building these airplanes, and newer models yet to come, the aircraft industry has increased its production rate five times since war began in Korea in 1950.



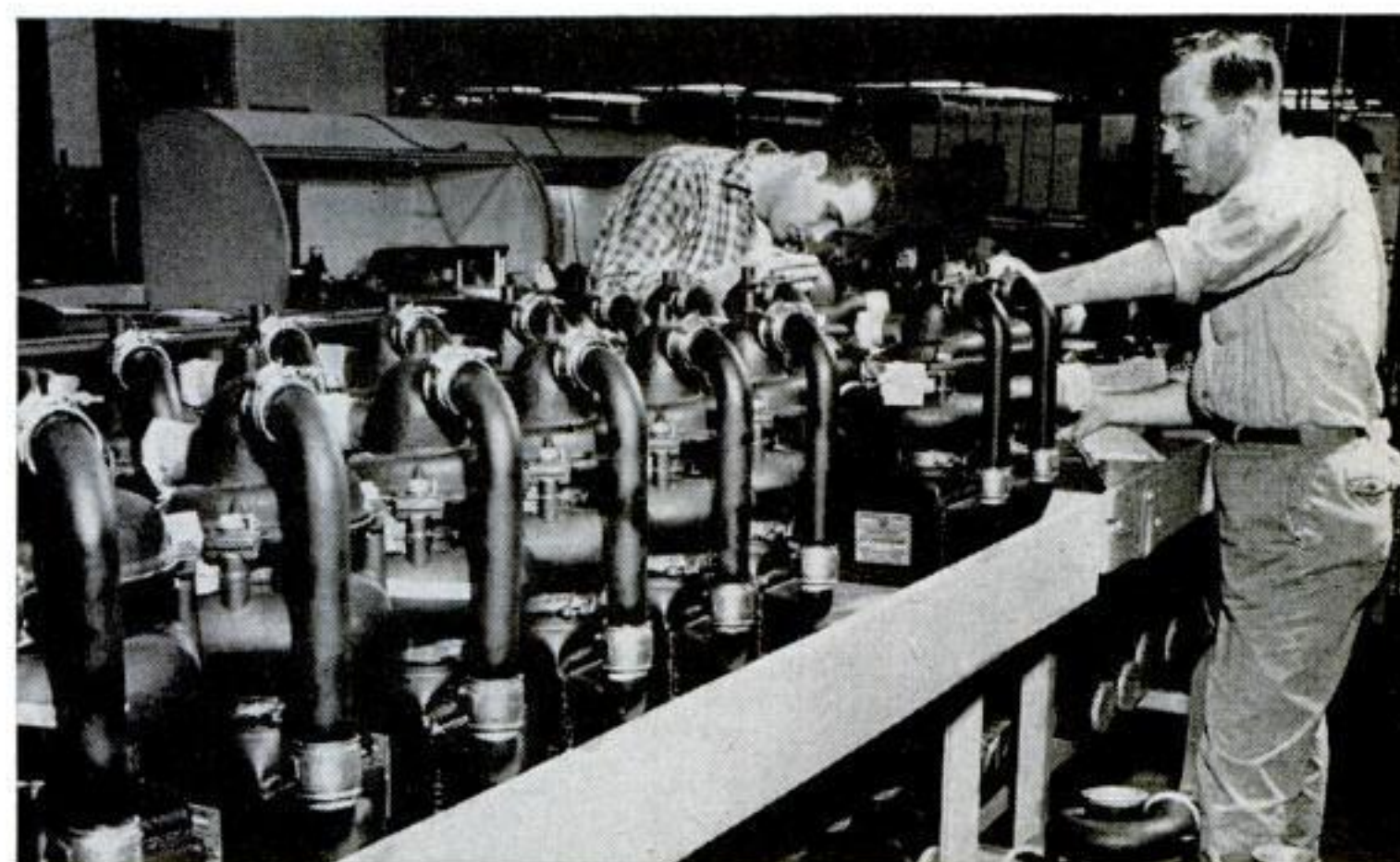
AS YOU CAN SEE by the above graph, even with war raging, it took 5 years from 1939 to reach peak production of 96,369 planes. In 1946 output was cut to less than 2% of peak, and America's productive capacity was allowed to deteriorate. No one advocates all-out production in peace, but it is apparent that if the nation is to meet emergencies such as occurred in 1941 and 1950, it must have a sustained airpower program.



EVEN THOUGH assigned production rates have been reached, output of fighters is still only a fraction of the rate attained in World War II. Being better, today's jets cost more and are harder to build. For instance, the F-86D Sabre required 27 times the engineering man-hours needed to design its World War II counterpart, the famed P-51 Mustang. But it flies 2½ miles higher, and nearly 300 m.p.h. faster.



TOP PERFORMANCE of such aircraft as the F-94C is made possible by turbojet engines like the Pratt & Whitney J-48. This big jet produces 6,250 pounds of thrust—equivalent to about 11,000 h.p. at modern fighter speeds—and extra power is provided by an afterburner in which fuel is burned in the jet exhaust. Such complex, precision-made engines require more than 16,800 special tools, jigs, dies and fixtures to build.



COCKPITS GET unbearably hot from electronic equipment and air friction at low altitudes, and bitter cold at 40,000 feet. To meet these problems, Hamilton Standard's Air Cycle Refrigeration unit—weighing only 20 pounds—can deliver pressurized air to the cockpit at any temperature from 30° to 212°. This is only one example of the special equipment needed in high-performance combat planes like the F-94C.

UNITED AIRCRAFT CORPORATION • EAST HARTFORD, CONNECTICUT

Makers of Pratt & Whitney engines, Hamilton Standard propellers and aircraft equipment, Chance Vought airplanes, and Sikorsky helicopters for the United States' armed forces and the finest airlines in the world.



There's something **"special"** about Birds Eye Chopped Spinach



You'll love the **special** way it's chopped!

Imagine opening a package and finding dewy-fresh spinach *all specially chopped* for you—all ready to cook. Try serving it with cooked celery and chopped pimento—good!



You'll love its **special** flavor!

Your first mouthful tells you Birds Eye Spinach is picked the very morning it's perfect for eating—and frozen *immediately*.



You'll love its **special** cleanness!

So free of grit and sand you *know* every pound is washed with *gallons* of water. So free of stems you *know* it's been picked over with loving care.

You'll love Birds Eye Leaf Spinach, too!

It's the luscious "thick" leaf kind. Crispy-green with just-picked flavor. Delicious served with a dash of vinegar and crumbled crisp bacon. Enjoy your favorite—Chopped or Leaf Birds Eye Spinach tonight.



Product of General Foods
Copyright 1953, General Foods Corp.

In frozen foods... Better Buy Birds Eye and get that something

special

Portable Pier Flips in Place

Nobody need get wet while installing it

It takes two strong men at least a day, spent mostly in and under water, to put up the average wood dock after winter storage. During such a struggle with a dock R. G. Myers and Inar Hillman, two engineers who are also fishermen, decided that something should be done to make life easier for lakeside vacationers. Their solution is the brand new portable pier produced by the L. B. Foster Co. It comes in 9-foot sections with a 6-foot T for the end, and a 30-foot pier can be put up in two hours. The teen-agers below, after anchoring the first section to the shore with rocks, put the second section into place and are shown flipping the frame for the last 9-foot section into the water. They were able to install the entire dock without getting even a toe wet. The flat supports shown below are for sand. Spiked supports are better if the bottom is rocky.



RC makes you feel like NEW!



*Yes, and RC is
best by taste-test, too!*

*Get that grand new,
brand new RC feeling!*

*Enjoy a tall, frosty bottle
(of the finest cola
money can buy)*



RECOMMENDED BY A BOARD OF WOMEN
Guaranteed by
Good Housekeeping
as NOT AS ADVERTISED THEREON



*Always 2 full glasses
in the BIG BOTTLE!*

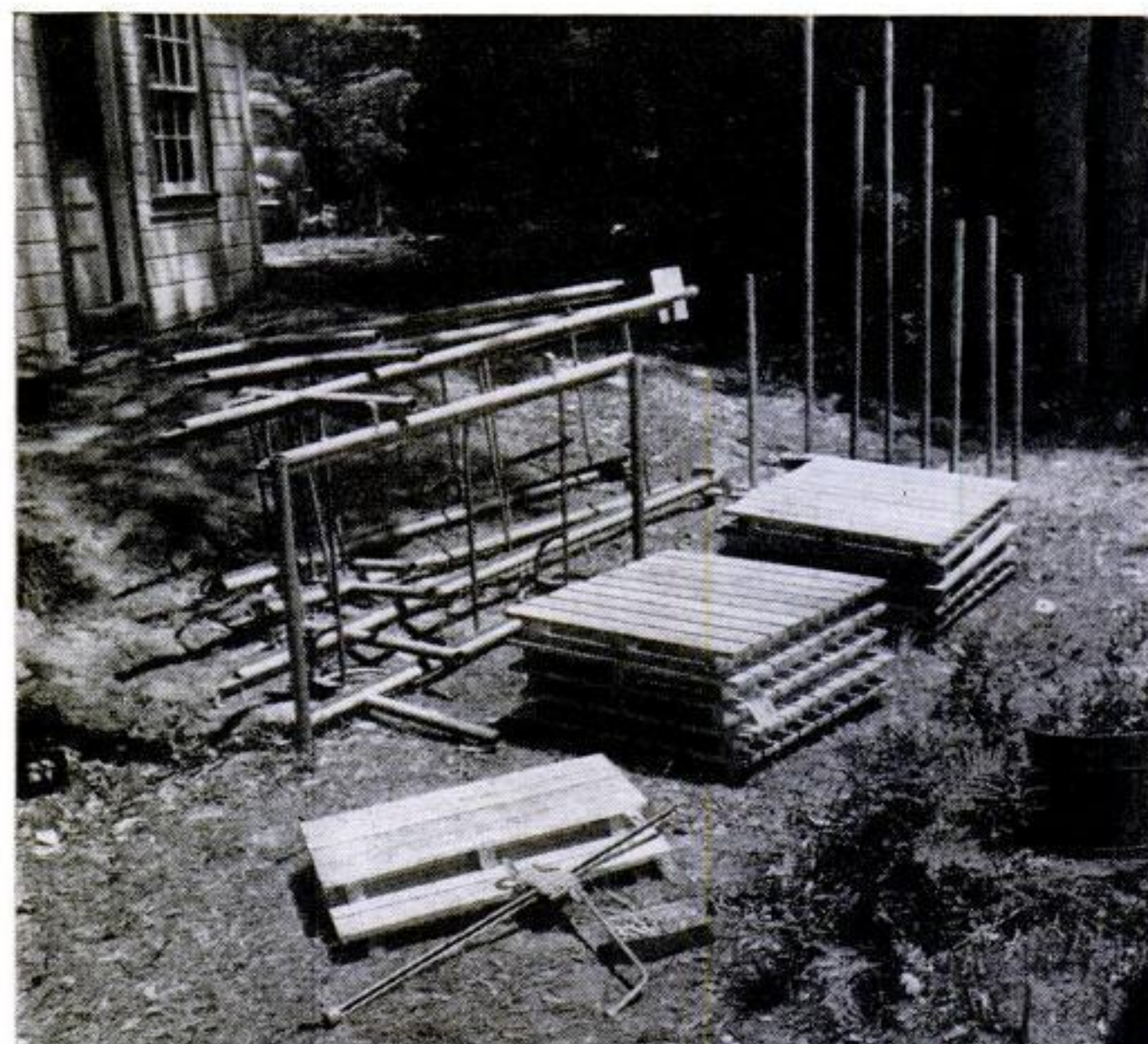


Extra Economy! Buy Royal Crown Cola—buy the carton!

PORTABLE PIER CONTINUED



MEASURING DEPTH of the water from shore to spot where dock will end is the first step, which is done so that legs may be shipped in proper lengths.



SECTIONS for 30-foot dock include 99 square feet of decking, 10 galvanized legs, 4 frames, 64 bolts and a jack. Frame is good only for fresh water.



CARRIED TO WATER the dock is carted in sections. Nine-foot steel section weighs 87 pounds without legs. The decking weighs 242 pounds in all.

[CONTINUED ON PAGE 66](#)

It's New! It's Great!

for men only!



THE NON-STAINING Pure White Powder

with the scent that's just right for a man!



Fed up with perfumed "she-she" bath powders—? Then, Mister, *this* talc is for you. You needn't borrow your wife's—or the baby's.

Tired of staining your clothes "suntan-color" by using a tinted after-shave talc on your body? Or maybe you've just been skipping that grand, luxurious, "what-a-man" feeling powder gives to your body!

Whatever your bath-powder sorrows may have been, they're over. You'll be seeing a new green-and-white tin, with red lettering, at drug counters everywhere.

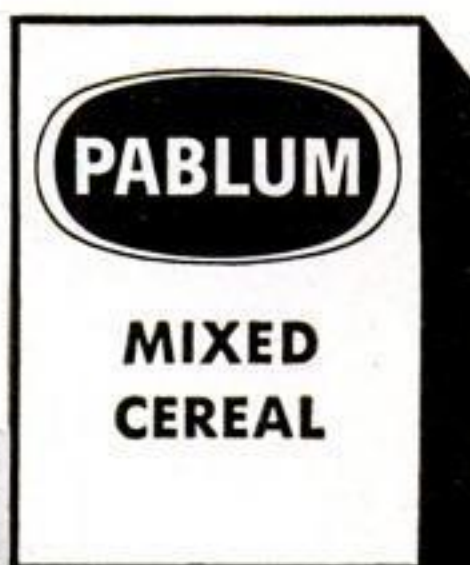
The label says "Mennen Bath Talc for Men"—and that means it's for *you*. Pick one up, pay the man, and take it home. Don't give it to your wife. It's yours to keep and enjoy—a *man's* bath powder for a *man's* man, at long last!

P.S. Mennen Bath Talc for Men is designed to be your body's closest friend. For your face, of course, you'll prefer invisible, neutral-tinted Mennen Talc for Men... the after-shave powder most men like most!

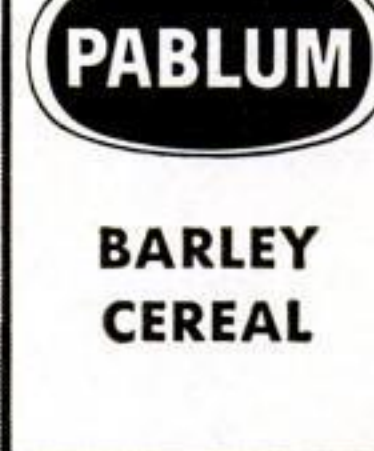


MENNEN BATH TALC FOR MEN

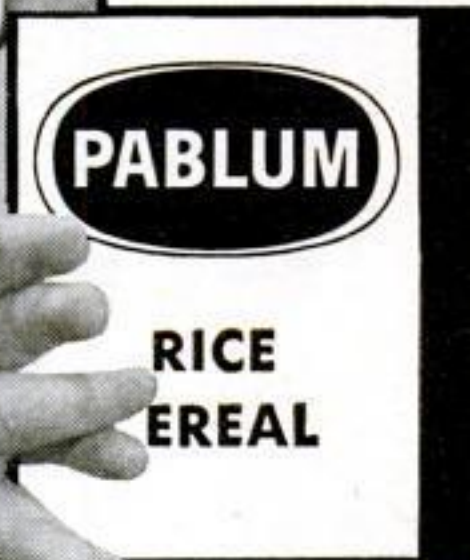
More babies have grown up **strong** and **healthy** on **Pablum** cereals than on any other pre-cooked baby cereal



**MIXED
CEREAL**



**BARLEY
CEREAL**



**RICE
CEREAL**



OATMEAL

4 varieties at your grocer's or druggist's



Boon to Mother... Safe for Baby!
Exclusive "Handy-Pour" spout prevents messy spilling... keeps baby's cereal fresher and safer between feedings.



Best to Start On... Best to Stay On!
Four wonderful Pablum® Cereals give baby variety, plus high nutritional values so important through his third year.



Time for Baby's Visit to the Doctor's?
Don't put it off! He's anxious to help you, even with your smallest problem. Look to him for expert advice.

Pablum is the original pre-cooked cereal made only by Mead Johnson & Co., Evansville, Ind.—world famous for nutritional products for infants and children

MEAD

PORTABLE PIER CONTINUED



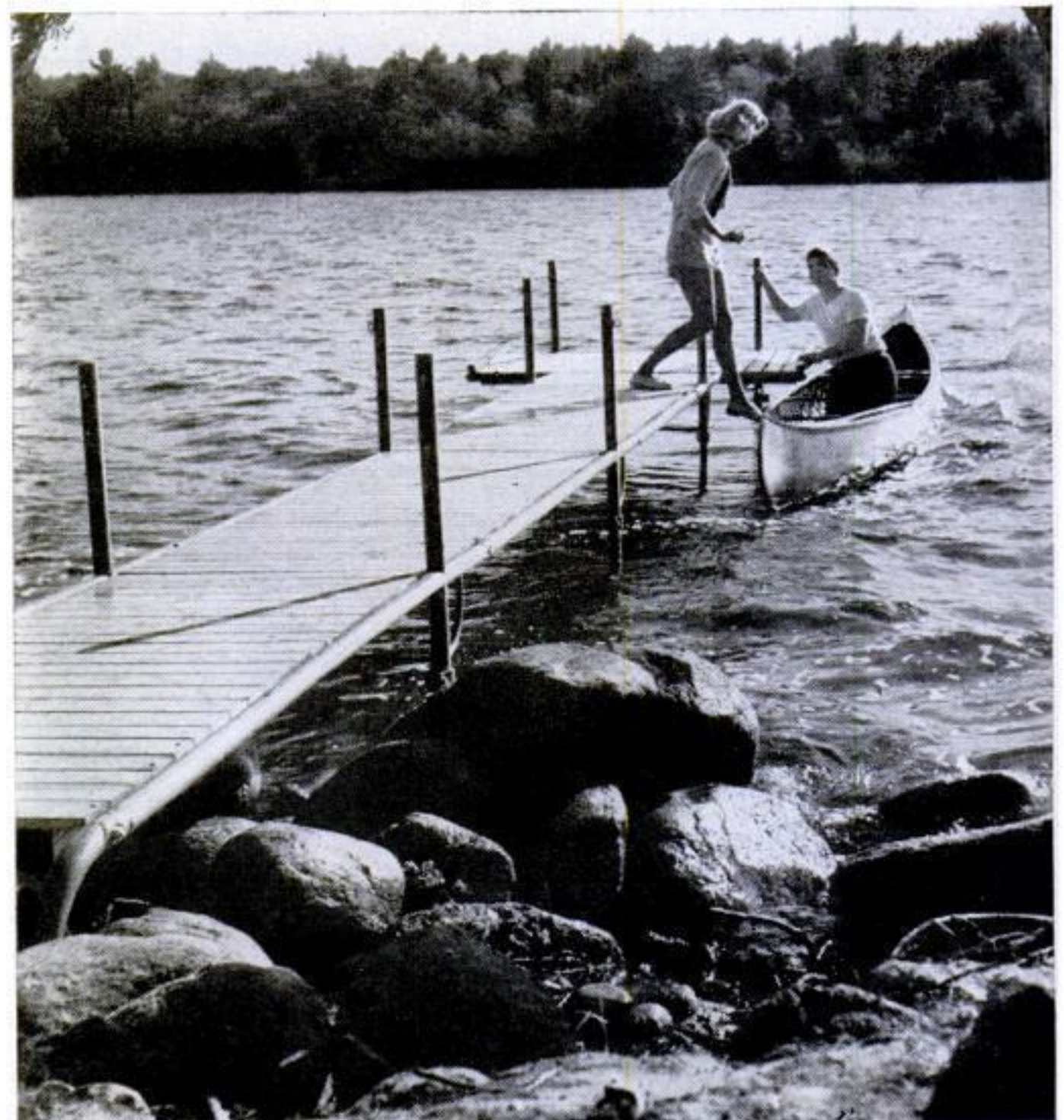
LEVELING PIER on uneven bottom is possible from the deck. The frame's steel legs, which fit inside a steel collar, can be raised or lowered with a jack.



PUTTING DECK DOWN, builder fits section into frame. The deck, which is fir, arrives coated with aluminum paint used as a preservative.



FASTENING DECK is done with galvanized iron bolts which are fitted into holes that have already been drilled in the fir planks of decking.



FINISHED PIER juts out 30 feet into lake ending in 3-foot width of the T section. Each 9-foot section costs \$77.75, the T costs \$54 F.O.B. Chicago.

Will the whiskey you buy today
be the whiskey you buy tomorrow ?

Glenmore
KENTUCKY
STRAIGHT
BOURBON
WHISKEY
*Distilled and Bottled by
GLENMORE DISTILLERIES COMPANY
Covington - Kentucky*

if in doubt...try
GLENMORE
KENTUCKY STRAIGHT BOURBON

If you haven't as yet found a whiskey that measures up to your standards, try Glenmore. From the first drink you'll know your luck has changed. You'll like Glenmore—it's satisfying—downright good, and makes a highball taste like a highball should. Next time, pour Glenmore. You'll be glad you did. Available in 86 or 90 Proof.

GLENMORE DISTILLERIES COMPANY • LOUISVILLE, KY.

MIRACLE ALL-NYLON CORD SUPER-CUSHION AFTER HITTING CURB



It's almost unbelievable that tires could take punishment like this. The test driver deliberately hit that 6-inch test curb at 55 m.p.h.! The car jumped completely clear of the road! But the tires were undamaged. Impacts that would *blow out* some tires don't affect the miracle All-Nylon Cord Super-Cushion at all! Extra strength like that gives

you a mighty safe feeling on the highway.

And now you can get the miracle strength and safety of an all-Nylon cord tire for just a few dollars more than a standard tire! Ask your Goodyear dealer to show you the new All-Nylon Cord Super-Cushion. Goodyear, Akron 16, Ohio.

America needs better, safer roads. Let's bring them up to PAR.

Miracle All-Nylon Cord Super-Cushion

PER-CUSHIONS UNDEMANAGED IN 55 M.P.H. TEST!

**NEW ALL-NYLON CORD TIRE is up to 80% stronger!
Costs only a few dollars more than a standard tire!**



4,000 pounds of automobile, speeding at 55 m.p.h., drove a set of All-Nylon Cord Super-Cushion tires against a 6-inch test curb! Look at the close-up above. Tremendous impact! The treads were driven clear to the rim! You would think a blowout was inevitable! And with most tires it would be.



All four steel rims were bent, driven in almost an inch! But when the All-Nylon Cord Super-Cushions were examined, not a cord was broken! Ordinarily you would avoid hitting anything like this at *any* speed! But if it *should* happen to you, wouldn't it be comforting to know that you have the miracle protection of Nylon?

**NEW TREAD RUBBER GIVES
UP TO 21% MORE MILEAGE!**



A new tougher tread rubber gives the Super-Cushion up to 21% more mileage. Now you can get as much as an extra 1,000 miles for every 5,000 you used to get!

← Both of these tires were driven the same distance. The tire at the right is smooth. But the new Super-Cushion, with its improved, tougher tread, still has thousands of miles of safe, nonskid driving left.

See your Goodyear dealer today! Although he may not yet have your size in stock, he will be glad to accept your order for future delivery.



by

GOODYEAR

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio



So compactly beautiful—so automatically convenient—so carefully planned to give you pleasant, fuss-free living.

This new Cycla-matic Frigidaire will change your mind about the refrigerator you're going to buy

It's the only food freezer-refrigerator that has all 3 of the advantages most women have always wanted



1. A real Food Freezer

Operates as a separate appliance. Holds almost 50 pounds of frozen foods. Think how it can cut your shopping trips. Let you freeze left-overs. Or cook and bake ahead, freezing what you don't serve immediately. You'll always be prepared for any sudden meal-time need!



2. No defrosting

Frost is banished before it collects in the large refrigerator compartment. Without the use of heat or manual controls. Without shutting down your refrigerator at certain periods. There are no pans to empty; defrost water is evaporated automatically. It's the safest, surest self-defrosting known.



3. All the shelves roll out

Smoothly, easily, every shelf glides out all the way. Foods in back are put within easy reach. No more groping for small bottles or packages. Shelves are of sturdy, rust-proof aluminum, never tip or sag even when heavily loaded. There are handy shelves in the door, too!

If you're thinking about a new refrigerator—remember—more Frigidaire refrigerators serve in more American homes than any other make. Ask your Frigidaire Dealer to show you why. Look for his name in the phone book's Yellow Pages. Or write Frigidaire, Dept. 2154, Dayton 1, Ohio, for free folder. In Canada, Toronto 13, Ontario.



Cyclamatic Frigidaire

Built and backed by General Motors

Imperial Model IS-106



HULLABALOO OVER 'MOON IS BLUE'

A film called *The Moon Is Blue* was proving last week that what sounds mild in a play can kick up a storm of controversy in a movie. Written originally by one of the stage's most competent journeymen, F. Hugh Herbert, *Moon* had dialog which was occasionally racy but was on the whole ingratiating, witty and 100% on the side of conventional morality. It was a hit on Broadway, where it ran for more than two years, and in 35 American cities from Boston, Mass. to Spartanburg, S.C. without a peep from the censors, churchmen or civic officials.

But when *Moon* was made into a movie for United Artists by Otto Preminger, its dialog was a red flag to the Breen office, which objects to

words like "seduce" and "virgin"—used both in the play and movie. The film failed to get a Production Code seal, generally a death warrant. Then it was given two more body blows. The Catholic Legion of Decency rated it a C (condemned), and Cardinal Spellman asked all Roman Catholics in his diocese of New York to boycott both it and any theater which showed it. But the New York state censor board passed the movie and several national theater chains booked it. It opened first in Chicago where critics thought it charming and inoffensive, and the public flocked to it in hilarious droves. Herewith *LIFE* shows a scene (pp. 72, 73) and a specimen bit of dialog (below) to give an idea of what the fuss is all about.



HOW MOVIE'S HEROINE STANDS OFF A MAN IN A TAXICAB

PATTY Why did you tell him East Forty-Ninth Street between Fifth and Madison? That's not where the Stork Club is.

DON I know. That's my apartment. You don't expect me to go to the Stork Club with a button missing do you?

PATTY Yes, but—

DON It's perfectly all right. We'll have a drink first—and then we'll find a needle and you can sew on my button before we go.

PATTY Bachelors don't have needles.

DON Okay. So I'll put on another suit. You don't mind waiting do you?

PATTY I'm not so sure. Will you try to seduce me?

DON I don't know—probably—why?

PATTY Why? A girl wants to know.

DON A girl is supposed to be intuitive about those things. You don't go around bluntly asking people such questions.

PATTY I do. I always do.

DON And what happens if they say yes, they're going to try to seduce you?

PATTY I generally believe them and then I'm out one dinner.

DON And if they say their intentions are honorable?

PATTY I generally believe *them*, but you get fooled sometimes. I *hate* men like that. After all, there are lots of girls who don't mind being seduced. Why pick on those who do?

DON Okay. I won't make a single pass at you. Do you believe me?

PATTY Yes! yes, I do. You're nice. I like you.

DON I could be lying.

PATTY That's true. *Are* you?

DON Frankly, I don't know. I've never run up against anyone like you.

PATTY How nice.

DON I won't take an oath that I'm not going to *kiss* you.

PATTY Oh, that's all right—kissing's fun. I've no objection to *that*.

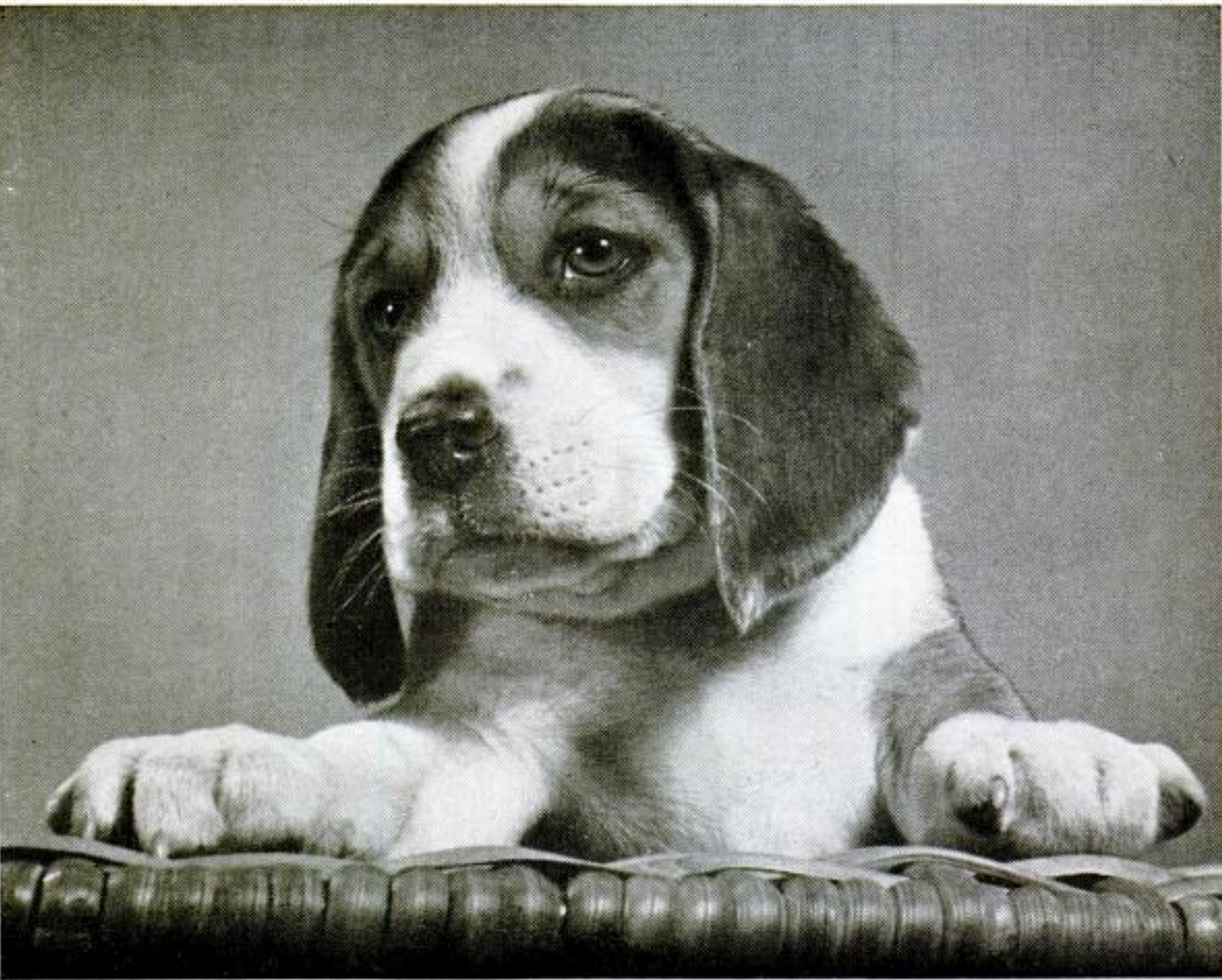
DON I'll be darned if I know if you're just incredibly naive or whether you're ribbing the pants off me.

PATTY Look—it's very simple. Let's face it—going to a man's apartment almost always ends in one of two ways. Either the girl is willing to lose her virtue or she fights for it. I don't want to lose mine and I think it's vulgar to fight for it—so I always put my cards on the table. Don't you think that's sensible?

DON Okay. Sold. Affection, but no passion. My word of honor.

PATTY "Affection—but no passion." That's lovely. You could run for president on *that*.

FOR LOVERS MEETING TURN PAGE →



He doesn't ask for very much

Your dog asks for nothing more than a place somewhere in your heart. From his unselfish viewpoint, everything else is unimportant.

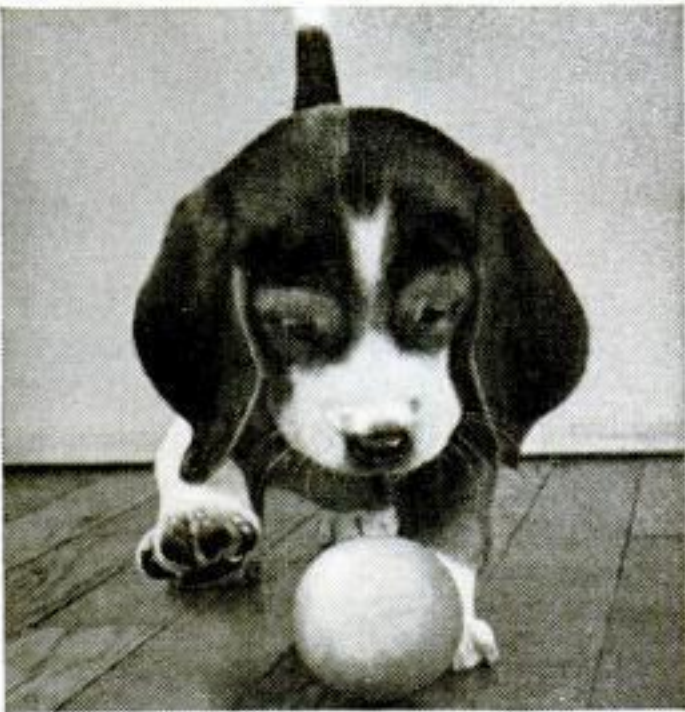
That would be just fine if his health and his chances for a long, happy life didn't depend on other things besides the love and affection you give him.

Things like proper feeding, for example, and the care and attention that keep him free from common ailments which may sap his strength

you'll want to consult your veterinarian, just as you would in any major illness.



Worming your puppy or dog at home—safely and surely—is a simple matter with Sergeant's worm medicines. If he weighs less than ten pounds, use Sergeant's PUPPY CAPSULES. If he weighs ten pounds or over, use Sergeant's SURE SHOT Capsules. Full directions for dosages are included with each package. The capsules are small and easy for your pet to take. After worming, build up your dog's strength with extra meat in his diet and give him Sergeant's VITAPETS (Vitamin Capsules).



and lower his resistance to serious, even fatal, diseases. Be constantly alert for indications that he needs your help.

If your dog loses his appetite . . . if the luster leaves his coat and his eyes water too freely, chances are he's afflicted with worms. Most puppies are born with them. And nearly all dogs have them at one time or another. Your dog may get them from insects such as fleas, from other dogs or even from the ground.

Roundworms and hookworms are two of the most common types. Both are peculiar to the intestinal tract, and the symptoms of both appear gradually over an extended period of time. If they appear quickly, in just a day or two, you can suspect some other cause. In that case, of course,



For 78 years dog owners have relied on Sergeant's Dog Care Products for keeping dogs well and happy. You can get these products at your favorite drug or pet counter.

You'll find the Sergeant's Dog Book an informative and helpful manual on dog care, feeding and training. More than 20 million copies have gone out to dog owners everywhere. For your free copy just write **SERGEANT'S®**, Richmond 20, Va.

'Moon is Blue' CONTINUED

PICKUP ON THE EMPIRE STATE



YOUNG MAN (WILLIAM HOLDEN) SEES A GIRL SHOPPING FOR LIPSTICK



HE BUYS LIPSTICK AND FOLLOWS HER TO EMPIRE STATE TICKET OFFICE



HE SHOUTS "HEY" TO HER AS SHE HEADS FOR ONE OF THE ELEVATORS

CONTINUED ON PAGE 74

Guard Against Throat-Scratch

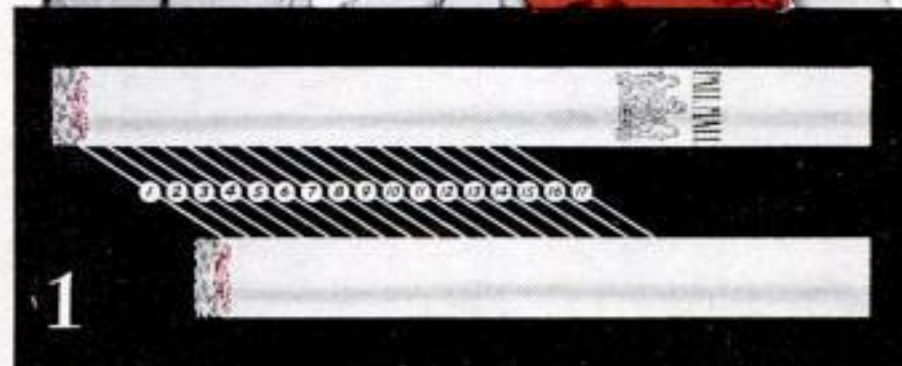
enjoy the smooth smoking of fine tobaccos —
the finest quality money can buy



Wherever you go, notice how many people have changed to PALL MALL in the distinguished red package

Here's Mildness You Can Measure

See how PALL MALL'S greater length of
fine tobaccos filters the smoke on the way to your throat



Light a PALL MALL and notice how mild PALL MALL's smoke becomes as it is filtered further through PALL MALL's traditionally fine, mellow tobaccos.

At the very first puff of your PALL MALL you will enjoy PALL MALL's cooler, sweeter smoking. And your enjoyment of PALL MALL doesn't stop there. After 5 puffs of each cigarette—or 10—



or 17—your own eyes can measure PALL MALL's extra length for extra mildness.

Pall Mall's greater length of fine tobaccos travels the smoke further on the way to your throat — filters the smoke and makes it mild.

PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

*The Finest Quality
Money Can Buy*

Outstanding
...and they are **mild!**

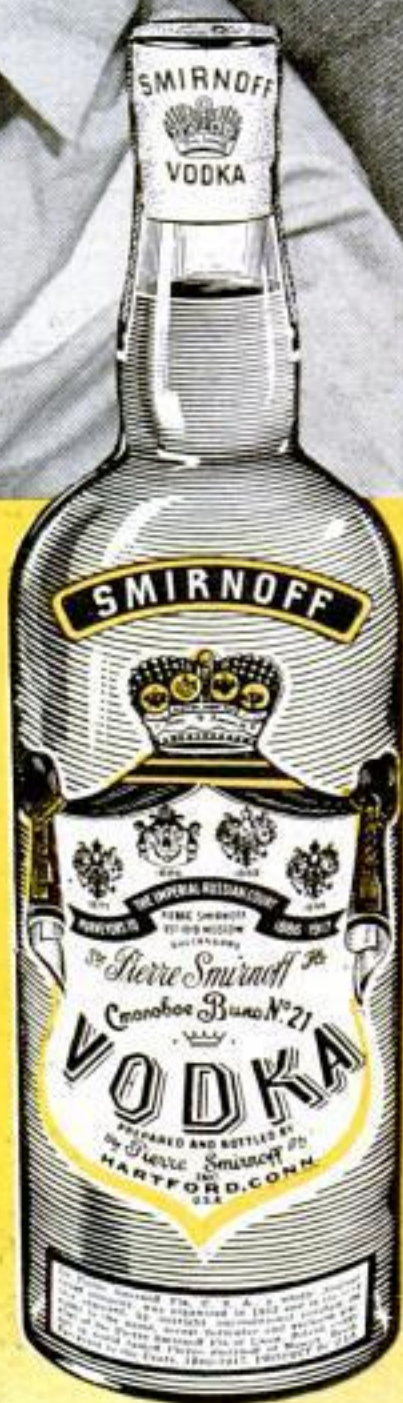
VoDka Collins/

Smoother · More refreshing!



It leaves you breathless

A Collins made with Smirnoff Vodka is, perhaps, the most delicious of all summer drinks. Because Smirnoff lets you taste the other ingredients — brings out flavors you never knew were there! Be sure you use smooth, dry SMIRNOFF — the medal-winning vodka of connoisseurs and kings since 1818.

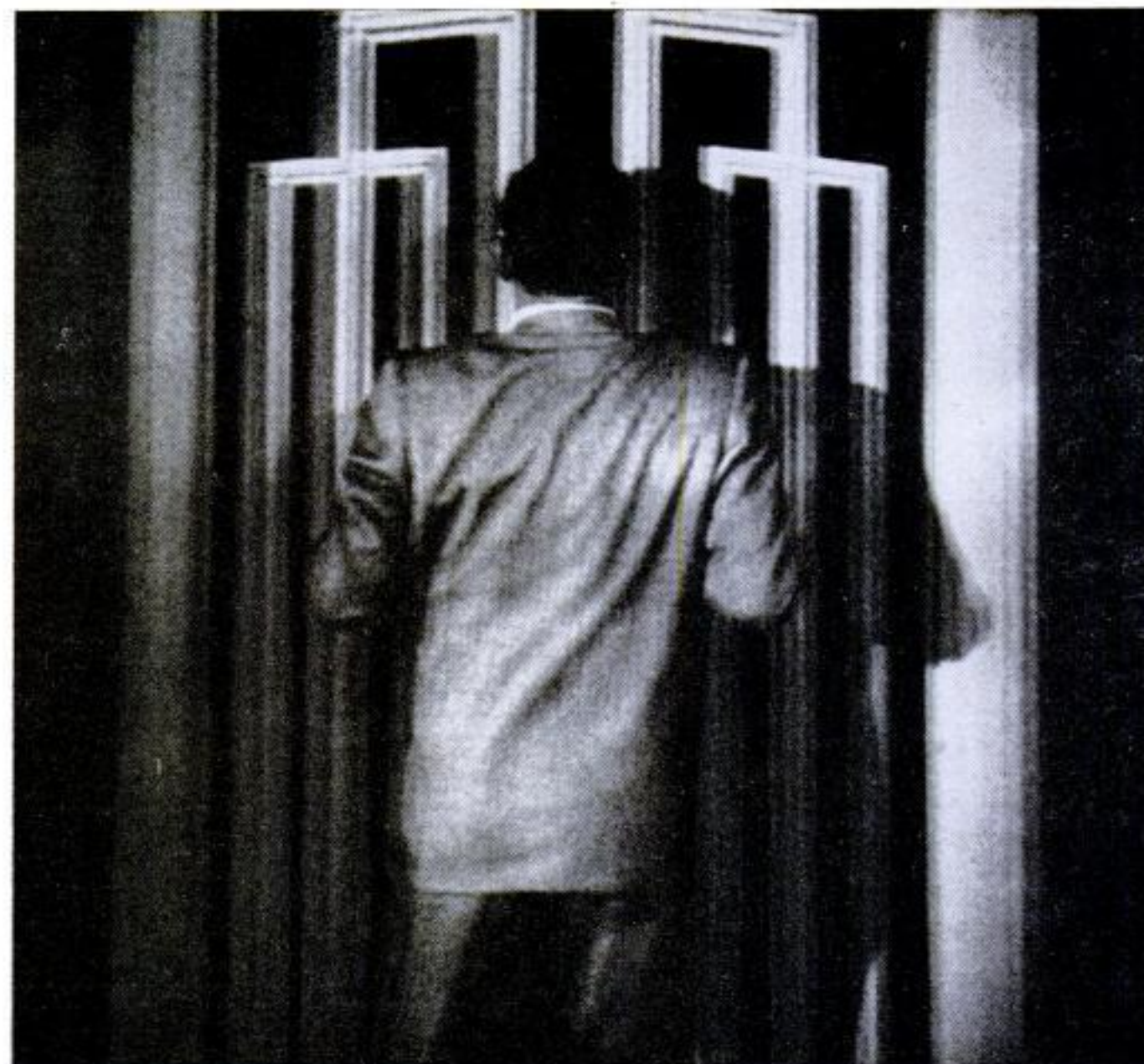


Smirnoff

the greatest name in **VODKA**

80 or 100 Proof · Made from 100% Grain-Neutral Spirits · Ste. Pierre Smirnoff Fls., Inc., Hartford, Conn.

'Moon is Blue' CONTINUED



THE ELEVATOR DOOR SLAMS IN HIS FACE. BUT HE IS NOT DISCOURAGED



HE FOLLOWS GIRL (MAGGIE McNAMARA) UP, APPROACHES HER AT TOP



HE DROPS BUTTON, SHE HELPS FIND IT AND PICKUP IS ACCOMPLISHED

Eye-Filling...Taste-Thrilling

PERFECTLY DRESSED AT COOL SAVINGS!



GOLDEN GLOW FRUIT SALAD

The dewy-fresh flavor of Ann Page Mayonnaise sets off delicate-tasting salads to perfection. It's made of fine salad oil with egg yolks, vinegar, pure lemon juice and artful seasonings.

1 pkg. Ann Page Gelatin,
Lemon Flavor
1½ cups hot water
1 cup crushed pineapple,
drained

½ cup berries (strawberries,
raspberries, blueberries)
½ cup Ann Page Mayonnaise
or Salad Dressing
½ cup heavy cream, whipped

Dissolve gelatin in hot water. Pour ½-inch layer in individual molds or serving dish. Chill and when slightly thickened, add a few berries. Chill until firm. When remaining gelatin is slightly thickened, fold in berries, pineapple, mayonnaise and whipped cream. Turn onto firm gelatin in molds. Unmold on salad greens. Garnish with additional berries. 6 servings.

SEA-BREEZE FISH SALAD

There's nothing quite like Ann Page Salad Dressing. Its distinctive mildly tart flavor gives just enough accent. It's rich with salad oil and egg yolks.

2 cups cooked flaked fish
3 tbsps. chopped onion
3 tbsps. chopped green pepper
½ cup chopped cucumber
1 cup chopped celery
2 tbsps. lemon juice
1 tsp. salt
Dash of pepper
¾ cup Ann Page Salad
Dressing or Mayonnaise

Combine ingredients—Serve on salad greens or serve in scooped-out cucumber if desired. If cucumber boat is used, attach a sail by fastening pimienta or cheese with a toothpick and place in salad. Salad may be garnished with tomatoes if desired. 4 servings.



To stretch your money and set a fine table, buy foods with the Ann Page label. They're made of choice ingredients in A&P's own Ann Page food kitchens and sold at thrifty prices at A&P stores.

Among the **33** Fine Foods in the Famous Ann Page Family are such favorites as:

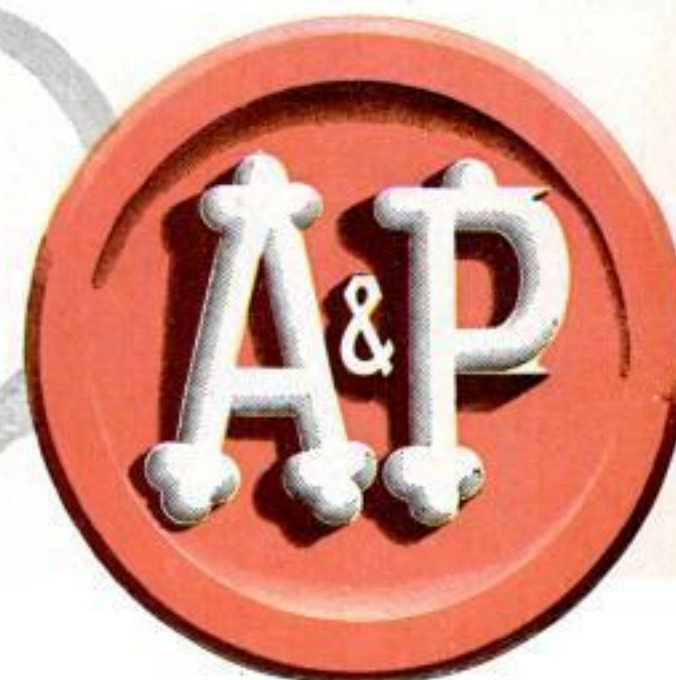
Preserves, Prepared Beans, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts, etc.

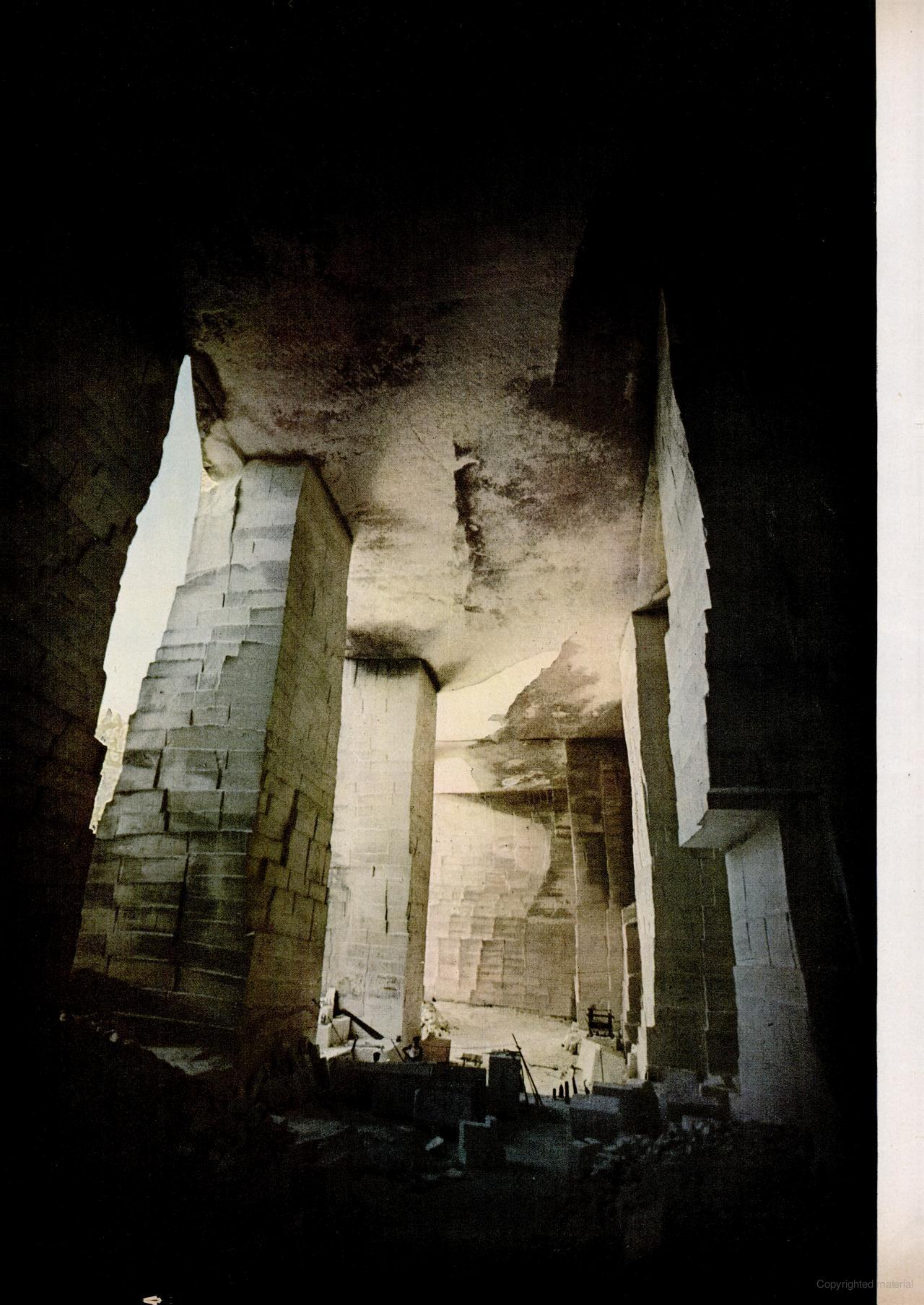


**ANN
PAGE**

PROVES
*Fine Foods
Needn't Be
Expensive*

Guaranteed by
Good Housekeeping
if not as advertised therein





Quarries

near Les Baux

Cut from cliffs of Provence, native limestone has been the material for 20 centuries of building.



Vineyard near Avignon

PROVENCE IN STONE

Civilizations Left Their Pathways in France's South

Photographed for LIFE by Gjon Mili

Text by Winthrop Sargeant

As the culture of antiquity moved north in the Roman and Christian eras to civilize Western man in France and England, it passed through—and rested in—a region of southern France known as Provence. The region, about the size of West Virginia, lies north of the Mediterranean and stretches roughly from the Rhône river to the foothills of the Alps. Few areas in the world are as rich in civilization's footprints. But, except for a short period of 250 years in the Middle Ages when Provence became the cultural center of the Western world, it has remained civilization's perennial suburb. To the Greeks, who settled Marseilles in 600 B.C., it was a trading outpost. To the Romans it became one of the first great provinces to be settled outside Italy, and they gave it its name, derived from the words *Provincia Romana* (Roman Province). It was invaded by the Saracens in the Middle Ages. Today Provence is still being invaded—this time by artists who love to paint its ancient olive trees and its soft, pastel-shaded landscape, by writers and other contemplative people who find its easygoing moderate life a refuge from the hubbub of modern civilization, and by the inevitable tourists whom Provence takes gracefully in stride.

Through all these invasions and settlements by outsiders, Provence has preserved an individuality of its own. The key to this individuality is best expressed in the words moderation and mellowness. The terrain itself is an immensely varied miniature world, including in a small area jagged, rocky mountains, dry plains, rich agricultural regions and sinister-looking swamps. The colors of its landscape are mild, subtle and understated, and its mountain forests are so aged and civilized that wild trees and vines look as though they had been planted by a tasteful human hand. The cities of Provence, which (except for Marseilles) are small ones, are mostly ancient, crumbling medieval centers which have grown out of the very stones of Provence itself. For centuries these stones have been quarried out of its cliffs (*see opposite page*) and built into human habitations which in turn have weathered and crumbled in a cycle that will someday return them to the soil. Provençals live a life of measured simplicity in which excellent food, good wine and moderate sports and discussions take the place of the ambitious goals of the industrial world. Provençals think this life is the richest one human beings can live.

CONTINUED ON NEXT PAGE

PROVENCE

Aqueduct bridging Gard Valley

The famous Pont du Gard ("Bridge of the Gard"), an impressive aqueduct built by the Romans in the First Century B.C., was part of a large system carrying water from springs 25 miles to city of Nîmes.

Roman ruins at Vaison-la-Romaine

Like a gigantic sandwich of cultural eras, Vaison-la-Romaine contains the ruins of an ancient Roman town (*foreground*), a modern tile-roofed village and a medieval castle crowning the high hilltop.



Ancient columns at Riez

Four granite columns in Corinthian style are all that remains of what must have been one of the most impressive structures of the Roman period. Nearby is a medieval baptistry built of Roman ruins.





Conquering Romans Left Milestones of Progress

Roman legions marching across Provence in the Second Century B.C. brought law, organization, monumental architecture, the privileges of Roman citizenship and the system of roads and aqueducts that made possible the growth of cities. They created magnificent theaters and lovely Roman temples. Under Roman rule the wild Gallic population of Provence was subdued by methodical conquest and mixed with the blood of its conquerors. The conquest was a violent one. In its final battle on the plains near Aix, the Romans, under the great General Marius, massacred thousands of barbarians. Later Julius Caesar used Provence as a base of operations in his campaign against the Gauls.

Once conquered, Provence became the garden spot of the empire. Ultimately the power of Rome crumbled, but the subtle, insidious character of Provence did not. Centuries passed. The great Roman aqueducts still

stood gauntly against the Provençal sky as monumental symbols of a past power. Cows grazed in the soft green grass where Roman temples became scattered columns and pediments. The vast Roman arena at Arles (*next page*), which had witnessed gladiatorial combats and seen early Christian martyrs eaten alive by wild beasts, became a place for bullfights. Under the softening influence of Provence even the bullfights became mellower and mellower. The Provençals prefer a kind of bullfight in which nobody—not even the bull—gets killed. In these mild spectacles 20 or 30 good-natured Provençals enter the ring at a time and are chased by a very good-natured bull. The object of the game is to snatch a small rosette from the forehead of the bull while deftly avoiding his horns. It is not a heroic game; it is a Provençal game. It requires the same characteristics that enabled Provence to outlast the power of the Romans: wit and patience.

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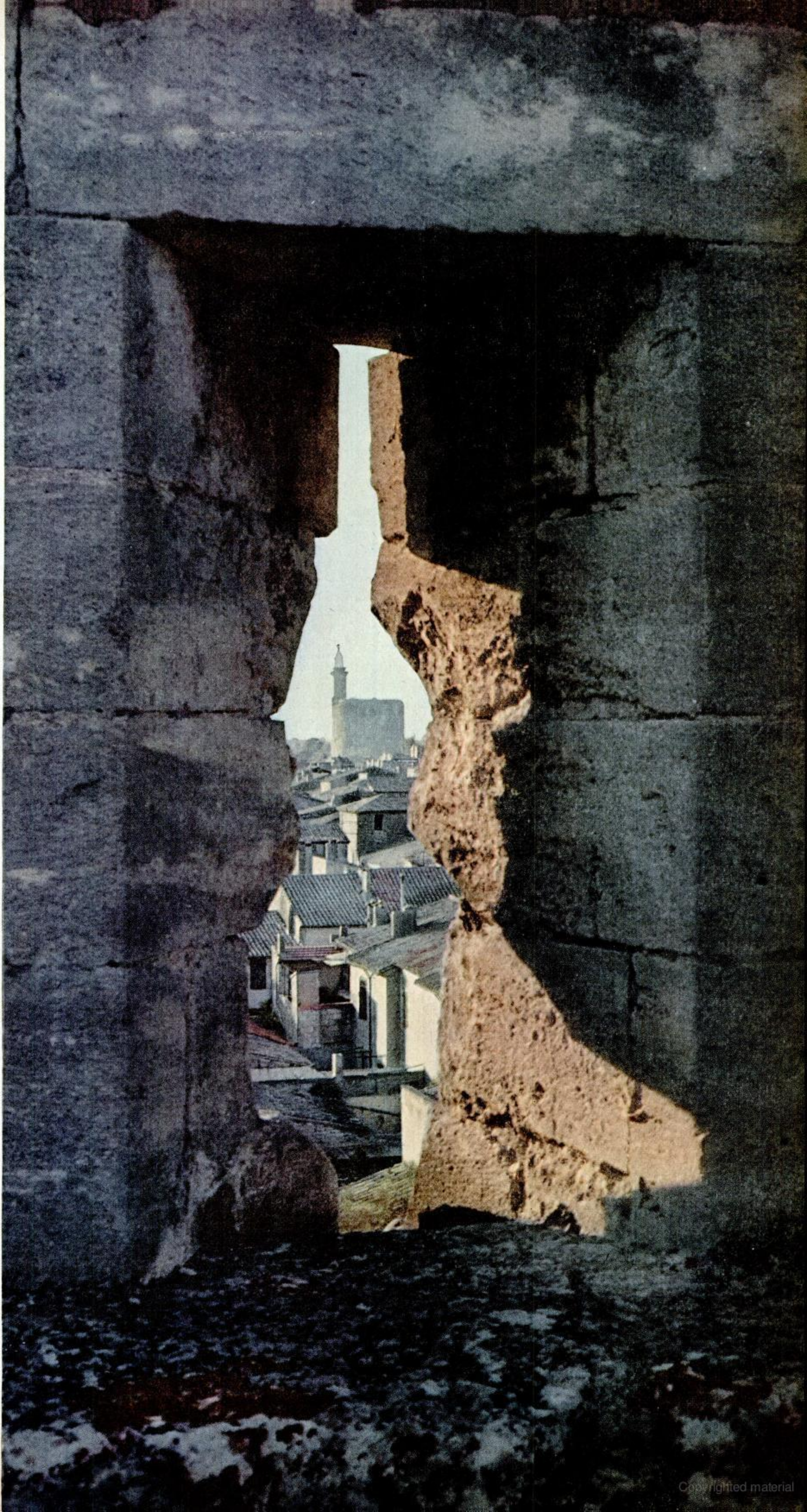
PROVENCE

The Roman arena at Arles

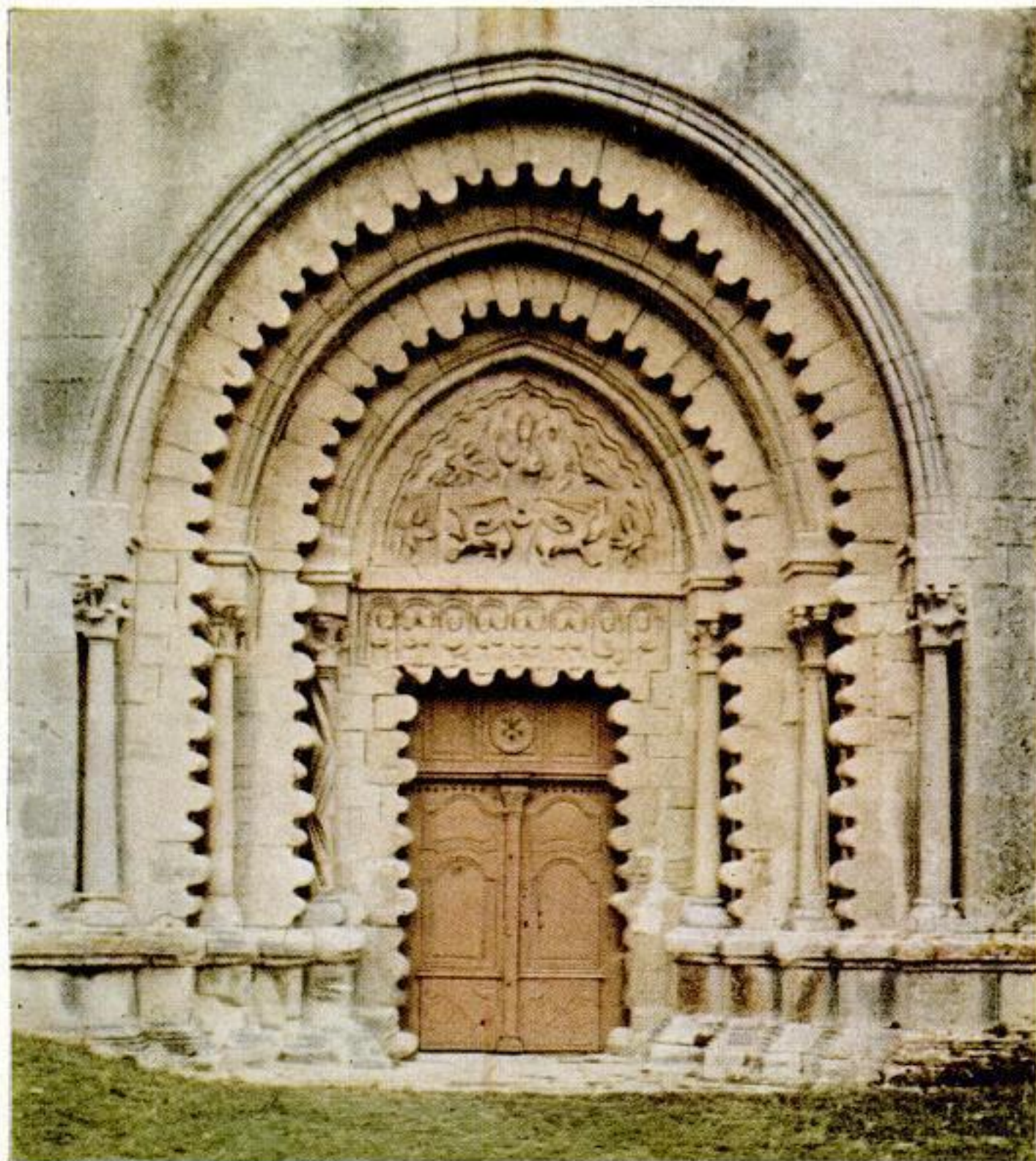
Built in 46 B.C., the city of Arles is the site of one of the largest and best-preserved of all Roman arenas. It seated 26,000 spectators. During Middle Ages the arena was filled with houses and became a small walled village complete with its own church.

Aigues-Mortes, medieval fortress

In the dreary salt marshes in the south of Provence Louis IX founded this formidable walled fortress town as a port of embarkation during the Crusades. This view through a slit in the walls shows a part of the town and the famous Tour de Constance.



PROVENCE



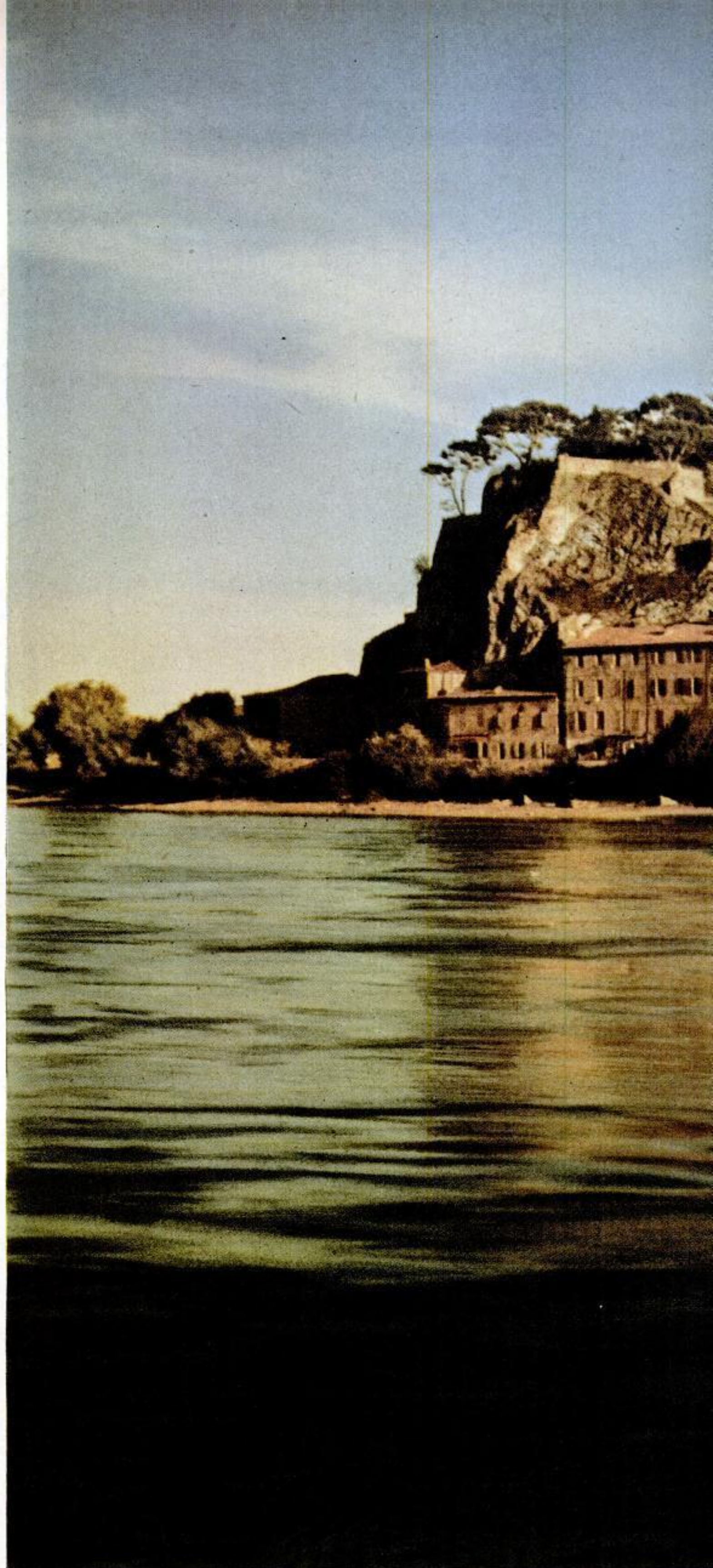
Romanesque doorway at Gânaigobie

A striking feature of the medieval Romanesque church architecture of Provence is the blending of slightly incongruous elements into harmonious patterns. The monastery doorway above is flanked by six columns which, though not exactly matched, give a total effect of exquisite balance. Provençal builders used whatever building material was near at hand, including columns from Roman ruins.



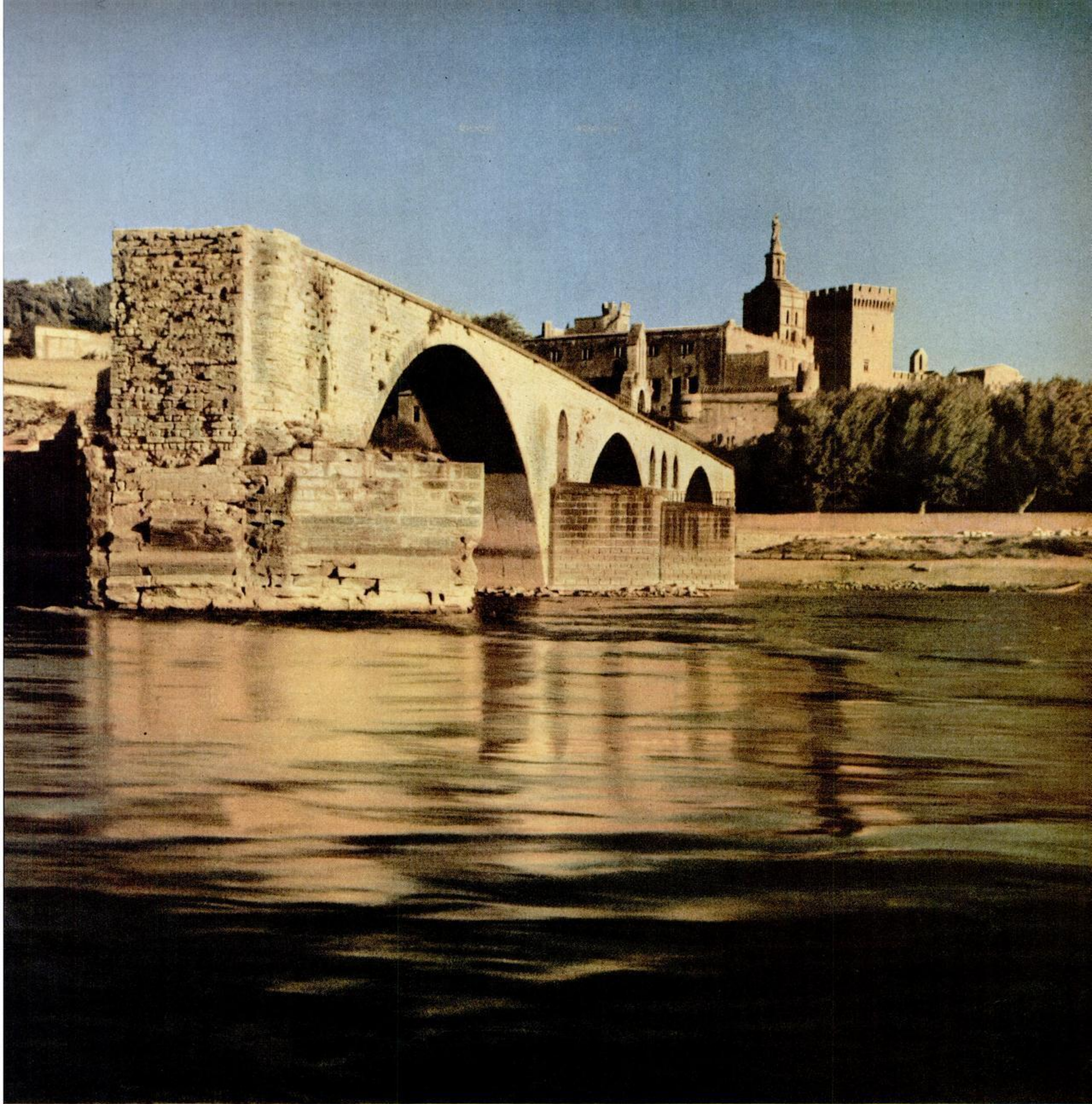
The cloister of St. Trophime

One of the great medieval monuments in Provence is the cathedral of St. Trophime at Arles. Its vaulted and colonnaded cloister (*above*) was begun in the 12th Century, and is probably unequalled as an example of subtly coordinated sculpture and architecture. Statues of saints and endlessly varied columns are woven together to form an effect of serenity and grace, inducing contemplation.



The Pont d'Avignon

Still lunging part way across the broad Rhône river at Avignon are the massive remains of the medieval bridge that once connected the city with the Kingdom of France and that has since become celebrated as the subject of a popular little French ditty. Built just before 1200, the bridge was once an important strategic and commercial gateway. Part of Palace of the Popes is in the right background.



Medieval Christians Left Monuments to humanity

Sometime before the power of the Roman Empire receded, Provence witnessed a new invasion, this time by sober, stubborn men like St. Trophime, the first Bishop of Arles, who came from Rome preaching a new faith and risking martyrdom. Planted by such men, Christianity flowered throughout the countryside from monasteries. There monks studied, tilled the soil and near Arles buried the dead who were floated down the river Rhône to Arles's ancient Roman burial grounds. In the late Middle Ages, Christianity burst into a luxuriant civilization which for a short time made Provence the center of the Western medieval world. The

Provençals dug into their limestone quarries again to erect some of Christendom's subtlest cathedrals, bringing an almost perfect harmony out of disparate elements of sculpture, vaults and colonnades. By 1305 the popes left troubled Rome to settle in the relatively secure and quiet town of Avignon where they built an imposing palace as the new center of Christendom. The Italian poet Petrarch exiled himself from the papal court to nearby Vacluse where he penned his immortal love poetry. The period of papal power left a legacy of artistic and architectural masterworks which Provence fostered and added to its own long tradition.

CONTINUED ON NEXT PAGE



The ghost town of Gordes

Like many a hilltop town in Provence, Gordes has long since been largely abandoned by its population for the more fertile valleys around it. A crumbling jumble of partially ruined buildings, it is now a favorite dwelling place for artists.

Time and human Conflicts Left Ruined Landmarks

While the medieval Church ruled Provence, its power was disputed by the courts of proud princes and counts who dominated the countryside from hilltop fortresses like the citadel of Les Baux (*right*). There the nobles developed an aspect of Provençal life very different from that which went on behind the walls of monasteries. This aspect involved the warlike, romantic world of the troubadours, where fighting, singing and incredibly idealistic lovemaking became the main purposes of life. The typical troubadour was a fighting man with an itinerant life. His heart was dedicated to a woman he hardly knew and who was married to somebody else. He thereupon devoted his life to fighting in her honor and writing her love songs. Sometimes this system misfired. According to legend, the impassioned love poems of one Guillem de Cabestanh caused his lady's jealous husband to kill him. The husband then cut out De

Cabestanh's heart and served it to his wife for dinner. She ate it without batting an eye, but promptly dove to her death over the battlements. Public sentiment caused her and De Cabestanh to be buried side by side.

Troubadour love affairs were regulated by what were known as "courts of love," of which the one at Les Baux became very famous. Sample case: a lady was accused of being repeatedly unfaithful to her troubadour. Defense: she was merely assuring herself, by testing the available evidence, that he was superior to all other men. Verdict: acquittal. Between such incidents, however, the lords of Les Baux devoted themselves to slaughter and pillage. In the 16th Century the Huguenots made Les Baux a stronghold from which they opposed the king. Finally Louis XIII sent emissaries who destroyed the fortifications. Since then Les Baux has stood as an aging husk, abandoned except for its romantic memories.

The ruined citadel of Les Baux

Most dramatic ruin in Provence, the fortress of Les Baux, once a troubadour stronghold, now stands like a skeleton against the sky. In the early 19th Century mineralogists discovered aluminum ore nearby, named it bauxite after the town.





**TIME AGAIN FOR A FAMOUS
OLD FORESTER MINT JULEP...**



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Art, Ease and Abundance Make a Self-contained World

Provence is more than a vast outdoor museum of antiquities. Native talent plus the capacity to attract hordes of gifted artists and writers have also made it one of today's leading centers of culture. The culture of modern Provence is as quiet and unhurried as its life. But its effects have been felt wherever art and literature are valued, and the names of many of Provence's permanent residents are world renowned.

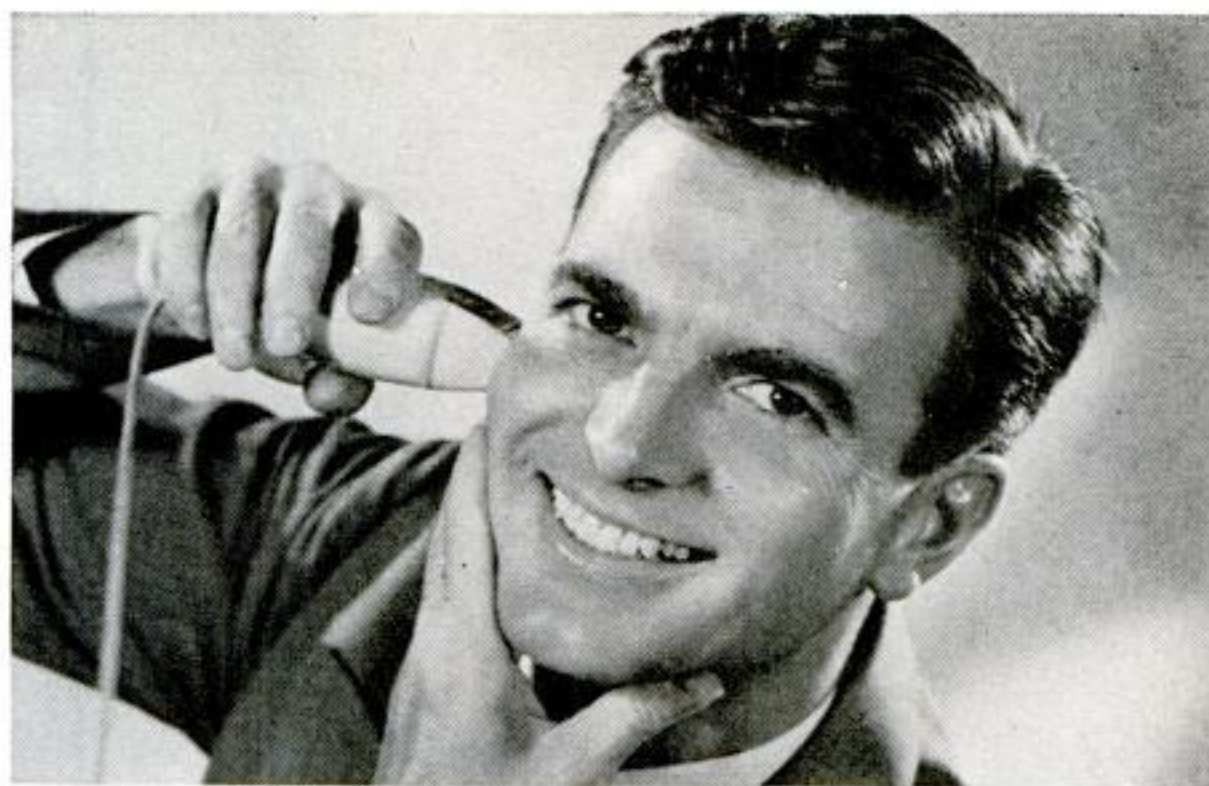
Perhaps the most important of these effects is the influence Provence has had on the art of painting. Ever since the 1860s, when the Impressionist painters left their stuffy studios to paint nature instead of mythology, a great deal of France's painting has been done in Provence. Paul Cézanne, greatest of modern painters and the father of modern art (*LIFE*, Feb. 25, 1952), was born in Provence and lived nearly all of his life there. Vincent van Gogh spent some of his most tragic years there (at Saint-Rémy) and did many of his most important canvases in the fields near Les Baux. Paul Gauguin, Auguste Renoir and Pierre Bonnard spent periods in Provence, painting its delicate and varied landscape. Later, a new generation of artists, including most of the biggest names in modern art, made Provence its home, and is still to be found splashing paint on canvas in its warm Mediterranean light. Pablo Picasso lives near Vallauris, commuting on weekends to Arles and Nîmes for his favorite sport: watching bullfights in Roman arenas. Henri Matisse lives at nearby Nice. The late Raoul Dufy was a Provençal by adoption all of his life.

In literature Provence has produced several figures of world importance, greatest of them the Nobel Prize-winning poet Frédéric Mistral, who died in 1914 after having revived the native Provençal dialect as a literary language and written several masterpieces in it. Most notable of these was the poetic love story *Mireille*, which was later converted into an opera by Charles François Gounod, composer of *Faust*, and is regarded by Provençals as their national epic. Better known to Americans is the Provençal literature of earthy comedy created by Jean Giono, and converted by the Provençal movie producer Marcel Pagnol into a string of movies (*The Baker's Wife*, *Harvest*, *Jofroi*, etc.) with the help of the great Provençal actors Raimu and Fernandel. Besides these natives a large assortment of foreign writers, among them Somerset Maugham and the late Katherine Mansfield, has made Provence its permanent home.

The presence of a continuous stream of artistic and literary immigrants makes Provence a remarkably self-sufficient place from a cultural point of view. The same self-sufficiency exists in the character of the country itself and of its people. The tourist who has been there once tends to return again and again. The expatriate gets so infatuated with its insidious charm that he usually remains there for life. The Provençal himself practically never leaves Provence and regards even a trip to Paris as an expedition into an alien and slightly unbalanced world. There isn't much point in venturing outside Provence, he feels, and if you ask him why, he replies quite truthfully that after all Provence has "a little bit of everything."

Do you want the gaiety and intellectual stimulation of urban boulevards lined with crowded cafes? You will find them on the streets of Aix where elegant 18th Century mansions are shaded by ancient plane trees, and conversation is a way of life. Do you want good food? Many of France's most famous restaurants (among them La Bonne Auberge at La Brague near Antibes and the Oustau de Baumanière at Les Baux) are equipped to induce a gastric trance with bouillabaisse and guinea hen cooked in port. Do you wish to forget it all in the contemplation of wild and rugged nature? The Alpilles (or little Alps) will make you feel as isolated as you would be in parts

CONTINUED ON NEXT PAGE



Fast, cool electric shaving no matter how hot the weather! That's what thousands of men now enjoy with this wonderful before-shave beard conditioner. Try it yourself—and see why they smile!

In Hot Weather

*get top performance from
your electric shaver*

No need to have summertime shaving troubles with your electric razor! You don't have to put up with razor drag that's caused by sticky weather, or get your razor clogged by perspiration. You don't have to get uneven shaves due to wilting whiskers, either. Not any more! All these are done away with when you use this wonderful beard-conditioner... *before you shave!*

It instantly conditions your face in three ways. And as a result, it gives you a closer, longer lasting, quicker shave... and with *any electric shaver*.

You just spread a few drops on your face *before* shaving, and here's what happens:

1. Perspiration that clogs your shaver is evaporated
2. Your skin is smoothed, lubricated to eliminate "shaver drag" and allow faster, far more comfortable shaving
3. Your whiskers are softened so your shaver can cut them off quickly, cleanly and closely.

This marvelous *before-shave beard-conditioner* is called Lectric Shave. Besides letting your electric shaver operate at peak efficiency in hot weather, Lectric Shave leaves your

face feeling wonderfully cool and refreshed—brings new shaving comfort to skin that is dry and sensitive. And it's good for your shaver's cutting head, too.

Try Lectric Shave tomorrow. It's available at your nearest drugstore or toilet-goods counter—and it costs less than a penny a shave! Only 49¢, no U. S. tax, for the 3-oz. bottle—enough for 80 shaves.

Free! We'll send you a generous sample bottle of Lectric Shave—enough for a full month of shaving—*absolutely free*. Send your name and address to The J.B. Williams Co., Dept. LL-17, Glastonbury, Conn.



"With Lectric Shave, I shave much closer and faster—and get a cooler, more comfortable shave, too," reports F. Ensminger, Jr., Newark, N. J.



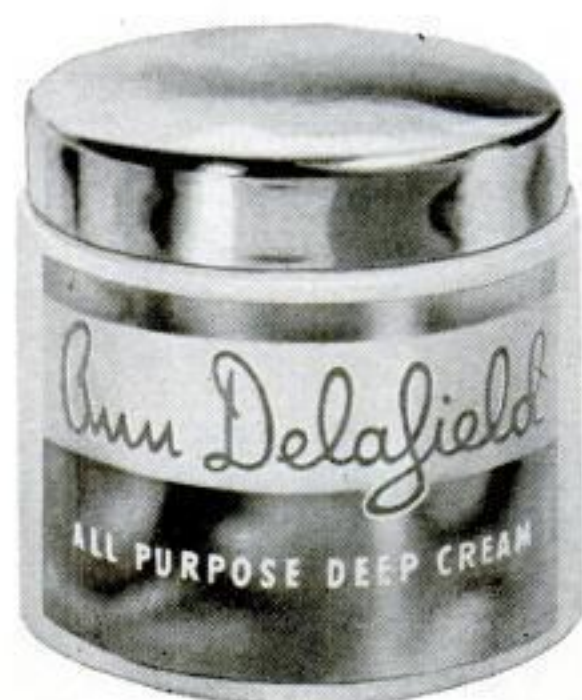
"It fills a long-felt need," says W. H. Varley, Newton Centre, Mass. "Lectric Shave makes it possible to get fast, close shaves. There's no irritation, either—even in hot weather."



"Rows of jars and bottles..."

WHAT NONSENSE!

says Ann Delafield



In two sizes: \$1.50 and \$2.75
ALL PRICES PLUS TAX
(EXCEPT VITAMINS)



"Day creams, night creams, throat creams—who could need them all?" says Ann Delafield. "There's *everything* your skin needs to keep its *natural beauty* in my All-Purpose Deep Cream... richly penetrating, thoroughly cleansing, naturally beautifying."

Because Ann Delafield believes in vitamins... because she knows that beauty begins within, her new cosmetic line is the *only* vitamin-centered beauty line.

Ann Delafield's eye kit is the first compact with all you need for glamorous eyes. Ann Delafield's lipstick is clear-edging, long-lasting, and comes in five kiss-inviting shades. Ann Delafield's powder saves you time and money because the foundation is built right in.

Go to your Rexall Drug Store TODAY.
Start looking lovelier tomorrow.



For a lovelier you. "Beauty begins with vitamins," says Ann Delafield. "You need them every day." In gala, golden packages... one month's supply, \$2.95.



A busy woman's cosmetics... here's all you need. French-formula Powder \$1.50—Lipstick \$1.25—Skin Freshener \$1.50—Cologne \$2.50—Eye Compact... Quik-On mascara, shadow, eyebrow pencil, liner... Party \$5, Purse, \$2.00.

In all **REXALL** drug stores



A game of boules in shade of trees

Provence's favorite outdoor game is a variety of bowling done without pins in which small black balls are rolled with great skill on dry, uneven ground.

PROVENCE CONTINUED

of the Rocky Mountains of the U.S. Do you enjoy seeing beautiful women? Those of Arles have the reputation of being the most beautiful in all France. Do you crave swimming pools, beaches and the society of international celebrities? The nearby Riviera is crowded with them.

A half hour's drive in any direction in Provence will bring you into a totally different environment. The wild stretches of the Camargue, in the south, are inhabited by rangy, cowpuncherlike men, and look, in places, like a Texas prairie and in others like the Mississippi River Delta. The country around Les Baux only a few miles to the north resembles, in miniature, the dry, sage-green mountain country of New Mexico. The soft countryside around Aix-en-Provence looks like the Cézanne paintings that were painted there. Nearby Roussillon is built above great crags of red rock that look as though they came straight out of the Arizona desert. Cavaillon, practically a stone's throw away, looks like a lush and prosperous fruit-packing town in southern California.

This remarkably varied terrain is endowed with an assortment of agricultural products that might grace a continent. Some of the finest wines of France are grown north of Avignon. The finest smelling flowers in the world are converted into France's finest perfumes at Grasse. Rice is cultivated in the Camargue. Fruits and vegetables of all kinds flourish on the sunny hillsides. Salt water fish are fished from the Mediterranean and fresh water ones from the Rhône.

The Provençal himself regards this natural bounty with complacent good nature, farms and fishes industriously and spends his spare time conversing, drinking an anise-flavored drink called *pastis* and playing his favorite game—a variety of bowling called *boules*. He is a proud man. He regards his homeland as the most civilized place on earth and expresses himself on this point with a serene matter-of-factness that disarms any argument about the matter. Physically he is a dark

CONTINUED ON PAGE 90

don't be a back hurt-y gertie

Stop scrubbing. Install amazing plastic floor. Dirt wipes off fast, easy. Never needs waxing for wear-protection. No kitchen mess can stain. Wears longer! 25 superb colors by tile or yard. The MODERN floor—and counter top, too.



Flor-Ever®

FINEST *Vinyl* FLOORING

SLOANE-DELAWARE
Floor Products
TRENTON, N. J.



Take a tip
from TEXAS...
it's real

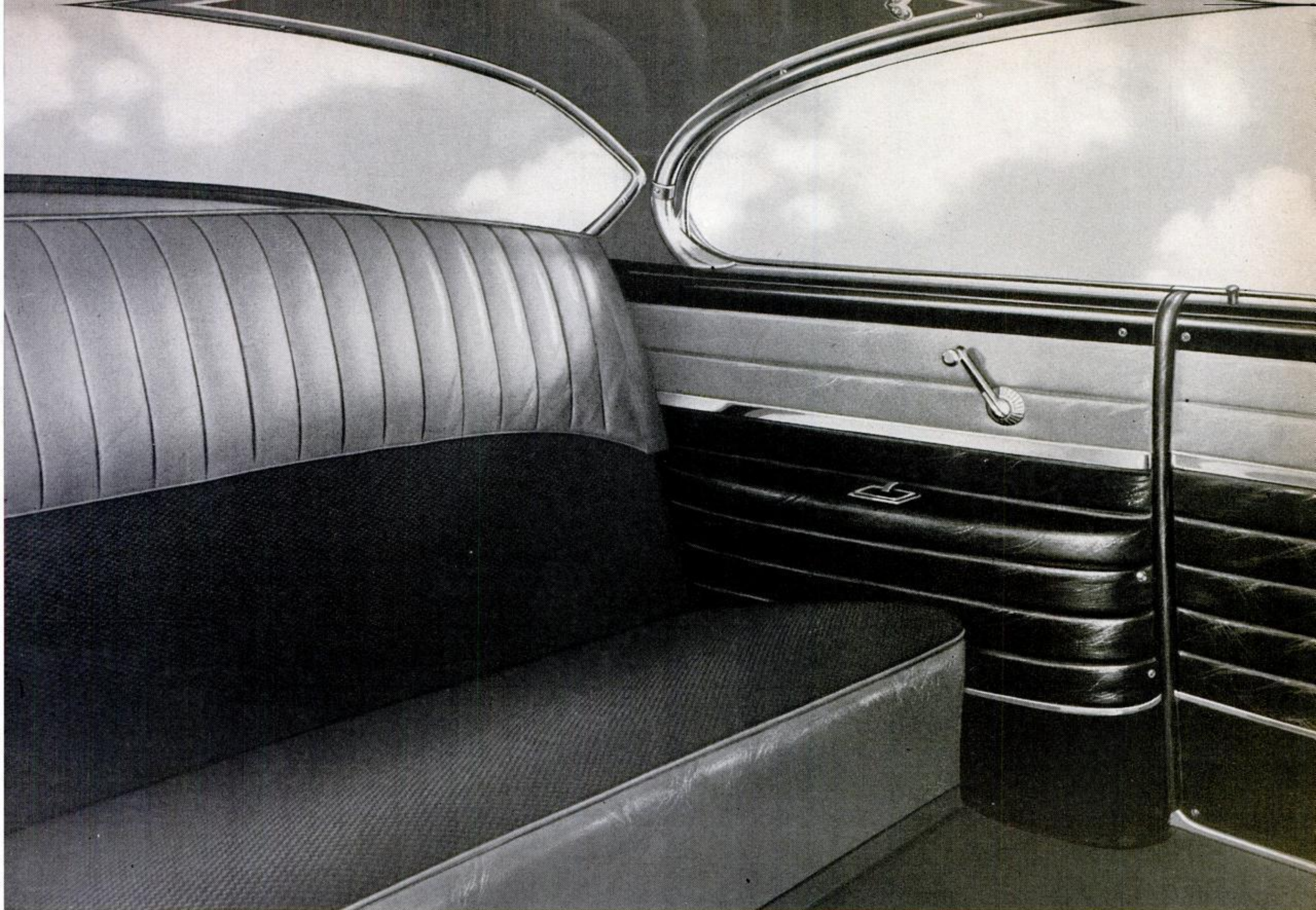
BARBECUE

when you
add...



LEA & PERRINS
SAUCE
THE ORIGINAL
WORCESTERSHIRE

Favorite for over 100 years



Pretty Soft for Somebody

(could be you!)



THE GREATEST
BUICK
IN 50 GREAT YEARS

YOU'RE looking at the interior of a car conceived for comfort, and dedicated to the proposition that most people prefer to sit soft and ride easy.

You're looking at the inside of a 1953 Buick SUPER—where foam rubber and gentle springs and luxurious fabrics put travelers at blissful ease.

How much ease?

Well, the hiproom that spreads across each generously deep seat—front and back—is a good five feet plus.

The buoyant foam rubber cushioning is thick and coddling—and the springs beneath are shaped and sinewed for gently cradled support.

But beyond mere sitting, it's pretty soft for anyone who *travels* in this trim beauty.

For your ride is cushioned and leveled by coil springs on all four wheels—and your turning and parking gently aided by Power Steering.*

Your getaway is quick and quiet, your going constantly smooth, your driving chores reduced to a minimum—with the spectacular new Twin-Turbine Dynaflo.*

And your command of distance is a wondrous thrill—because the most advanced V8 Engine ever placed in a standard-production American automobile powers every 1953 Buick SUPER and ROADMASTER.

We'd like you to try one of these soft-sitting, sweet-riding, sensationall-powered Buicks as our guest.

Why not visit us soon? And when you take your ease in a '53 Buick—note that even the price is easy to take!

*Standard on Roadmaster, optional at extra cost on other Series.

When better automobiles are built Buick will build them

SEE YOUR BUICK DEALER

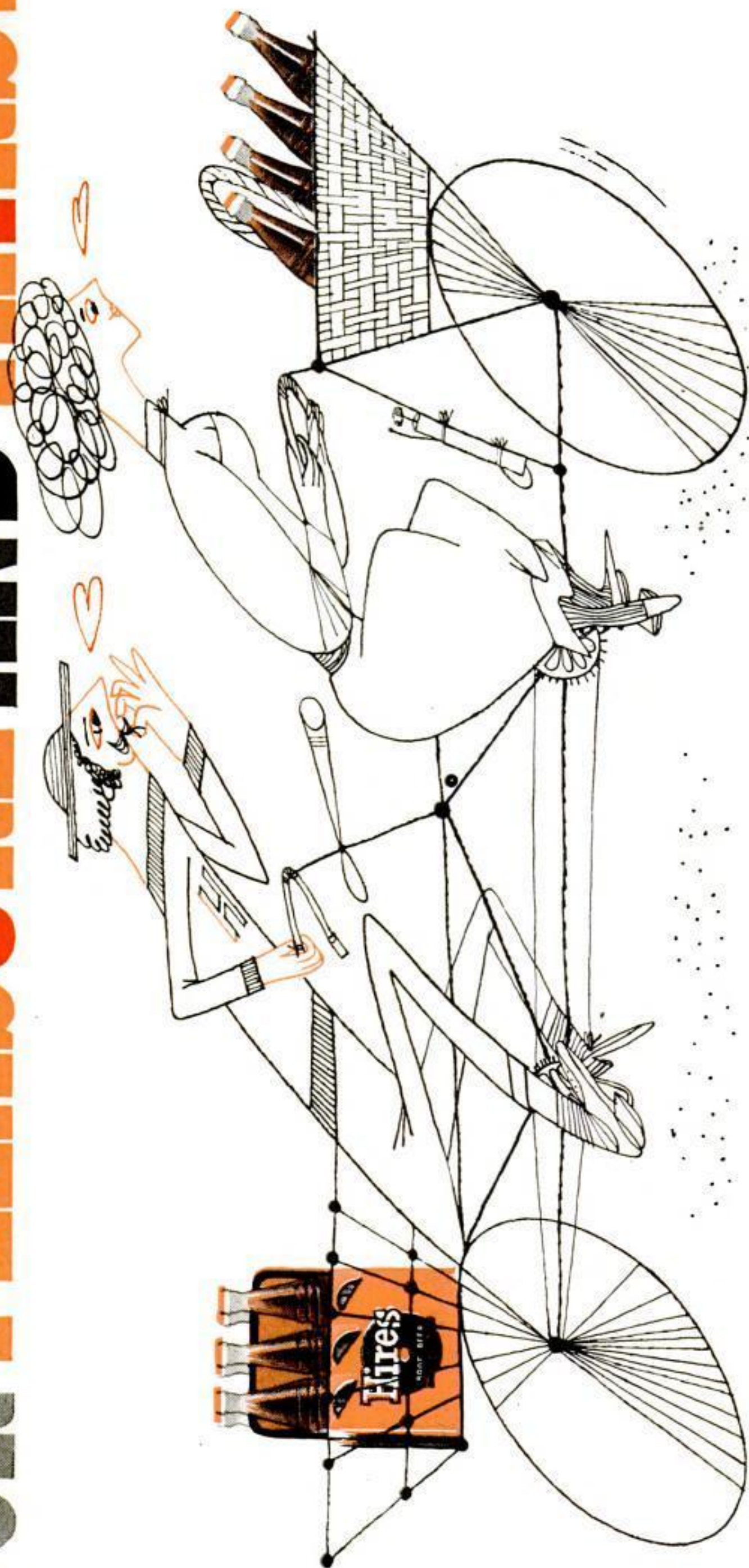
FOR PLEASURE AND THIRST!



HIRES REAL OLDTIME ROOT BEER

Taste the zesty tang of real roots, barks and herbs! That's Hires famous old flavor, a refreshing favorite since 1876. Try Hires today, get the oldtime best by the bottle or carton . . . and at fountains and dispensers everywhere.

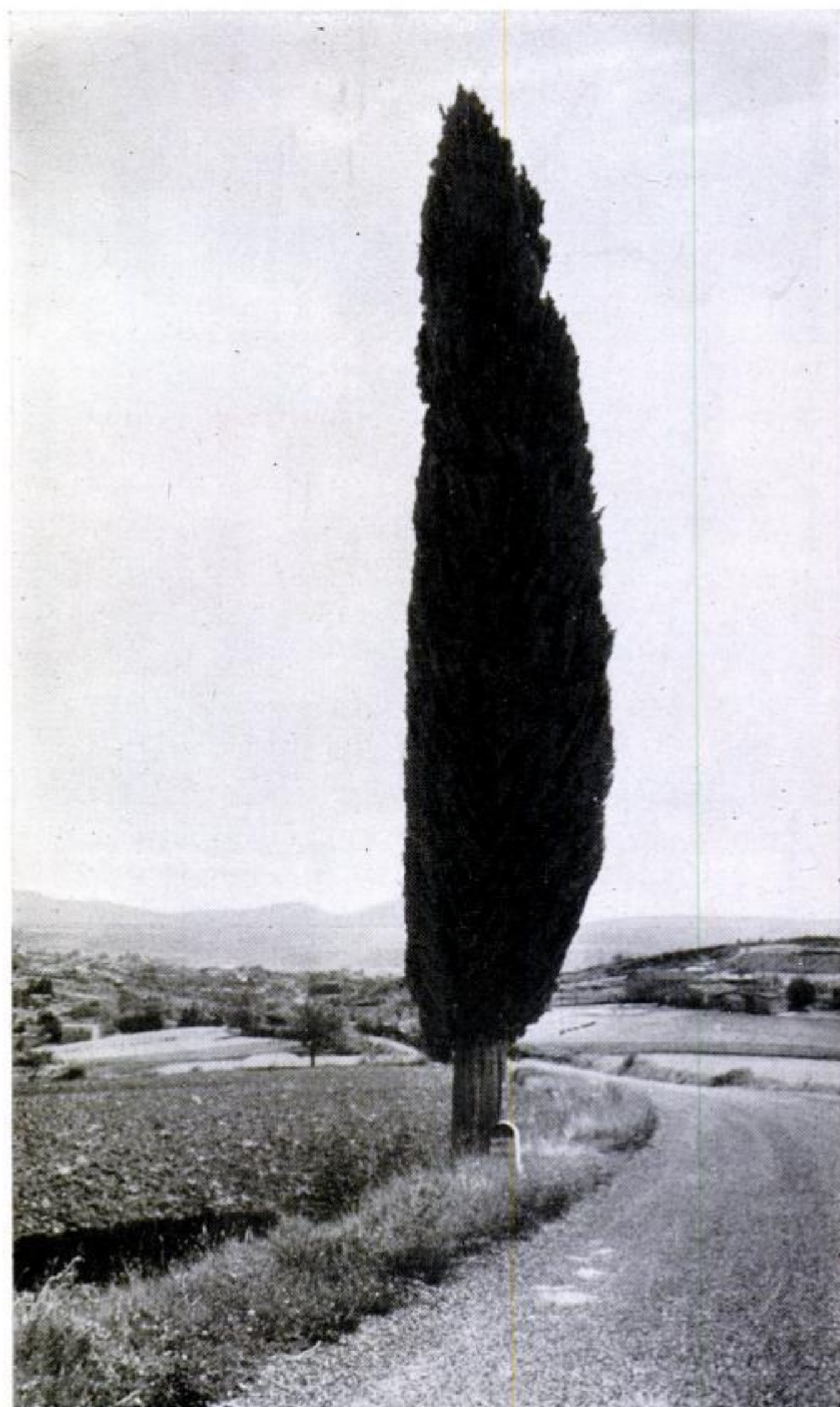
HIRES: THE ROOT BEER SINCE 1876



PROVENCE CONTINUED

Mediterranean type who resembles the Italians more than he does the northern French.

He is ebullient, thrifty, talkative, witty and ironic. He likes to point out that Marseilles was a city in the Sixth Century B.C. before Paris existed. He also likes to point out that Provençal, the liquid Latin language of Provence, is an older literary language than French and that except for an accident of history might today be considered the language of all France. He likes to recall that in 1659, when Louis XIV visited Lyons, a certain Provençal named De Glandeves Niozelles refused to bow to him on the grounds that a Provençal was as good as any man, including the King of France. He notes that *La Marseillaise*, the French national anthem, was first made popular by the men of Marseilles who marched north during the French Revolution. He also notes that, of the 13 festivals of music and drama held annually in France, no less than five are held in Provence, and that two of France's important universities are to be found at Marseilles and Aix. The main street of Marseilles is a gay, noisy, cafe-lined thoroughfare called La Canebière. There is an old anecdote current in Provence (it was reported, among other places, in Alexandre Dumas' *The Count of Monte Cristo*) about a Provençal who sat expansively in one of the cafes of La Canebière contemplating the relation of Provence to the external world. "Why," he concluded, with a satisfied shrug, "if Paris had La Canebière, it would be a second Marseilles."



A lone cypress shaped by the mistral

One of the few really savage things about Provence is the mistral, a rough wind which blows about, irritates happy Provençals and makes trees lopsided.

"Do get to know wonderful **NEW RITZ!**"

More shortening's the reason behind this delightful richer flavor. A new highly-secret baking process *crisps* them to a turn. And the tenderest-possible flakiness really does beat *all*. Whisk NEW RITZ off your grocer's shelf soon as possible! They're *great*!

NATIONAL BISCUIT COMPANY

RICHER
CRISPER



Remember... "NOTHING TASTES AS GOOD AS **RITZ** -BUT **RITZ**!"

QUICK AND
EASY!

QUICK AND
THRIFTY!

QUICK AND
DELICIOUS!

Only **Minute Rice** makes meals so fast—so perfect!

No need to slave over a hot stove for *hours*—when you can fix a fine spread in *minutes* with Minute Rice!

This miracle rice is *pre-cooked* to do away with hot-and-heavy cooking. Just bring to a boil—and turn off the heat!

A mere 10 minutes later, your Minute Rice is ready—snowy and fluffy, tender and tempting for sure.

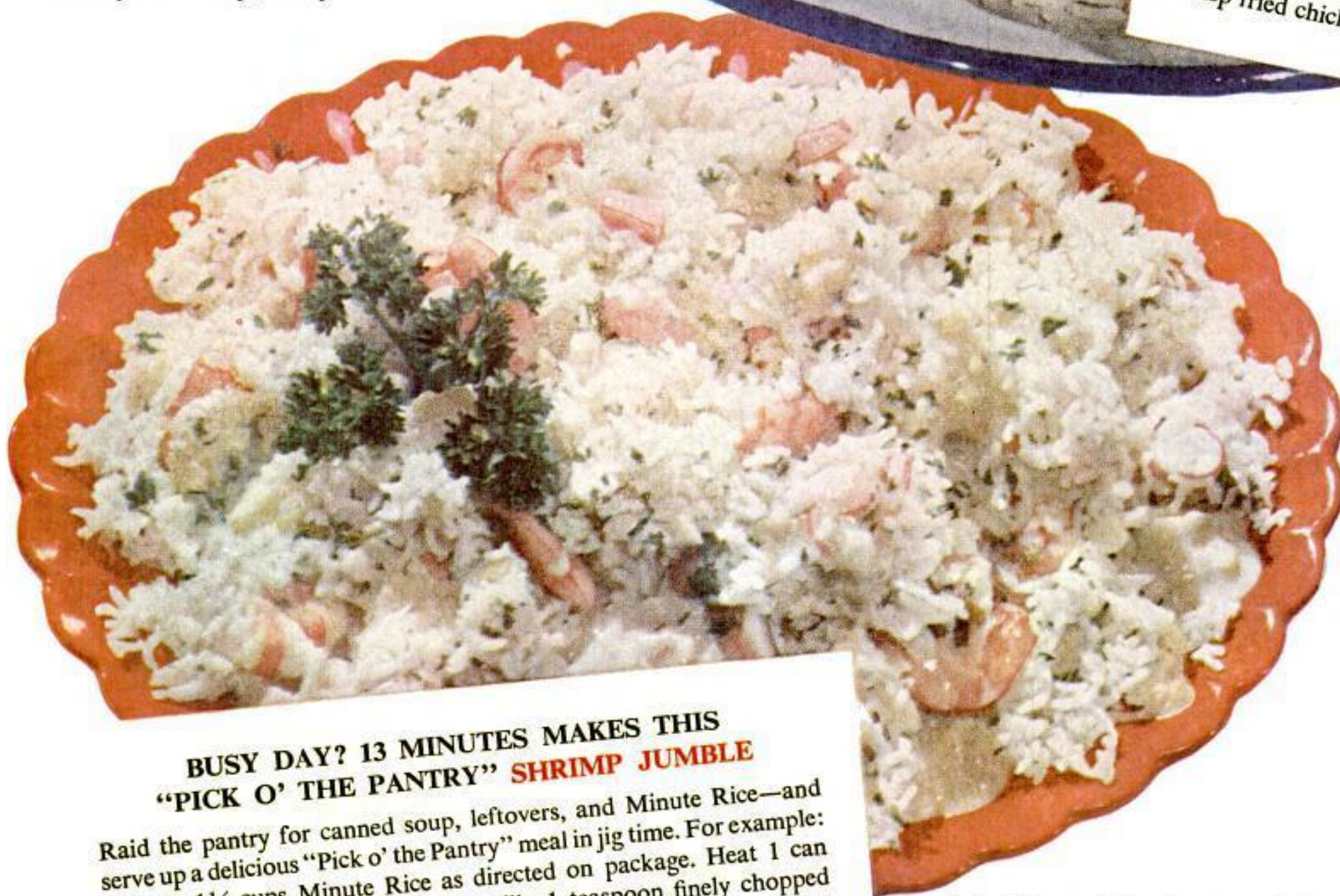
You simply can't miss. As a vegetable . . . in one-dish glamour meals . . . Minute Rice comes out *perfect* everytime!

Luscious, lightning-quick recipes on every package. Treat *your* family, today!



OLD SOUTH FAVORITE
Old-fashioned Southern hospitality—with a modern time-saving twist! It's fried chicken 'n rice, made the foolproof way with Minute Rice! Just combine $1\frac{1}{2}$ cups Minute Rice, $1\frac{1}{2}$ cups water, and $\frac{1}{2}$ teaspoon salt in saucepan. Bring quickly to boil over high heat; fluff rice once or twice with fork. (Don't stir.) Cover, remove from heat; let stand 10 minutes. Perfect rice for 4—perfect heaven, served with crisp fried chicken, garnished with broiled tomato wedges.

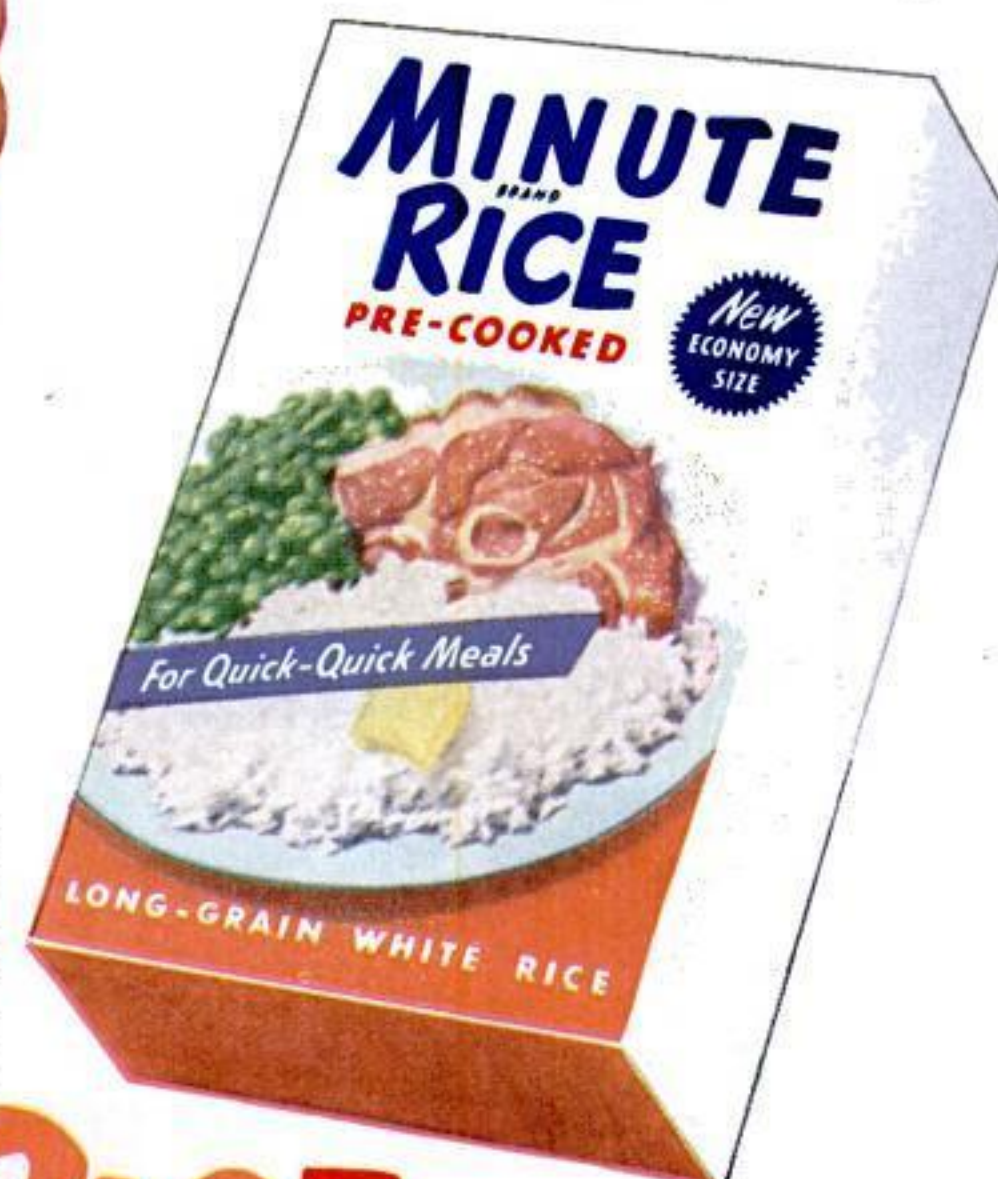
**NO WASHING!
NO RINSING!
NO DRAINING!
NO STEAMING!**




**BUSY DAY? 13 MINUTES MAKES THIS
"PICK O' THE PANTRY" SHRIMP JUMBLE**

Raid the pantry for canned soup, leftovers, and Minute Rice—and serve up a delicious "Pick o' the Pantry" meal in jig time. For example: Prepare $1\frac{1}{2}$ cups Minute Rice as directed on package. Heat 1 can cream of celery soup with $\frac{1}{2}$ cup milk, 1 teaspoon finely chopped parsley, and $\frac{1}{2}$ to 1 teaspoon horse-radish; stir occasionally. Add 1 cup cooked fresh shrimp (or one 7-ounce can); season to taste. Mix and heat thoroughly. Mix lightly with rice. Serves 4 or 5.

Only Minute Rice is *pre-cooked*—makes perfect rice in no time—with no work, no guesswork, no messy pots to scour! Highest quality, long-grained rice—costs just pennies per serving. Even more economical in the big Family Size. Get a package, today!



For perfect rice
every time...pre-cooked

MINUTE BRAND  **RICE**

Product of General Foods



VARIATIONS OF THE CUT ARE LABELED WITH ARTISTIC LICENSE BY HAIRDRESSER MARCEL: THE BOTTICELLI, BELLINI AND MICHELANGELO (WITH STREAKS)

Nibble at the Neck

SHAGGY ITALIAN HAIRCUTS ARE A BOON TO BRUNETTES AND BARBERS

When the stars of Italian movies shown in the U.S. began to sport short, shaggy haircuts that looked a little messy but undeniably interesting, they touched off a ground swell of imitative barbering that this summer is equaling last year's poodle clip (*LIFE*, Jan. 7, 1952). The uniformly short, curly poodle looked much the same on everybody but especially favored blondes. The new Italian haircut can be varied to suit individual faces (*above*), and because of its Latin look favors brunettes, bringing them back to a position in popular beauty standards that they had lost to bleaches.

The Italian cut is shaggy but sculptured, with deep waves on the crown, spit curls framing the forehead and cheeks and a carefully ragged nape—an effect described by a romantic ladies' magazine editor as, "It's like your boy friend has been nibbling at the back of your neck." Like the poodle this haircut requires constant clipping. One of its busiest beneficiaries is a new salon called Marcel's, whose cramped quarters (*p. 96*) are besieged by clients who even fly regularly from as far as Ontario to get the desired Latin trim.

Better Than Beer?



That depends on your taste!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and

dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide. They call it the "light-hearted" ale.

Tonight, why not try it yourself? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

BETTER THAN BEER? TRY CARLING'S RED CAP ALE AND SEE!

© BREWING CORPORATION OF AMERICA, CLEVELAND, OHIO

SHUT OUT NOISE!

SLEEP TIGHT DAY or NIGHT with FLENTS ANTI-NOISE EAR STOPPLES*

Insert these soft balls of wax and cotton in ears and sleep soundly. Flents fit all ear canals. Doctors recommend them. Also excellent for swimmers. A boon to mankind since 1927. Get trial box at your drug or department store or send 35¢ to:

FLENTS PRODUCTS CO., INC.

Dept. L-73, 103 Park Ave., New York 17, N.Y. *Reg. U.S. Pat. Off.

The Label In Fine Coats For Boys & Girls



Mothersill's

The fast-acting aid in preventing and relieving Travel Sickness.

for ADULTS and CHILDREN



Don't Get Left... GET RY-KRISP!

Make Your Bread RY-KRISP



Famous Reducing Plan on every package

Filling, far more hunger-satisfying than soft, quickly eaten breads. Whole-grain-rich in proteins, minerals and B-vitamins. Delicious!

COMPARE THE CALORIES:

Ry-Krisp, 1 double-square wafer....	21
Bread, 1 slice.....	63
Plain roll or bun.....	118
Biscuit or muffin.....	129

ITALIAN HAIRCUTS CONTINUED



ACTRESS Gloria De Haven, now singing in night-clubs, had hair cut by Hairdresser Enrico Caruso.



QUINTET of spit-curbed Italian-cut employes in New York wholesale show-room of Jonathan Logan also are Caruso customers, are brunette four to one.



TURBAN, becoming to new haircut, frames curls, is Paisley challis (John Frederics Charmer, \$14.95).

CONTINUED ON PAGE 96

Can your make-up pass the "close-up" test?



You're lovely-to-look-at even in close-ups, with **Solitair**
cake make-up
Contains Lanolin

New and Wonderful!
Solitair Lotion for
all-over skin beauty
—ocean-blue, creamy-
rich, lusciously scented
...only 39¢ and 73¢



Your most important moments are in "close-ups" . . . the very times when little skin faults are noticed most. Often, they show right through your make-up, in close-ups. But not if you wear Solitair.

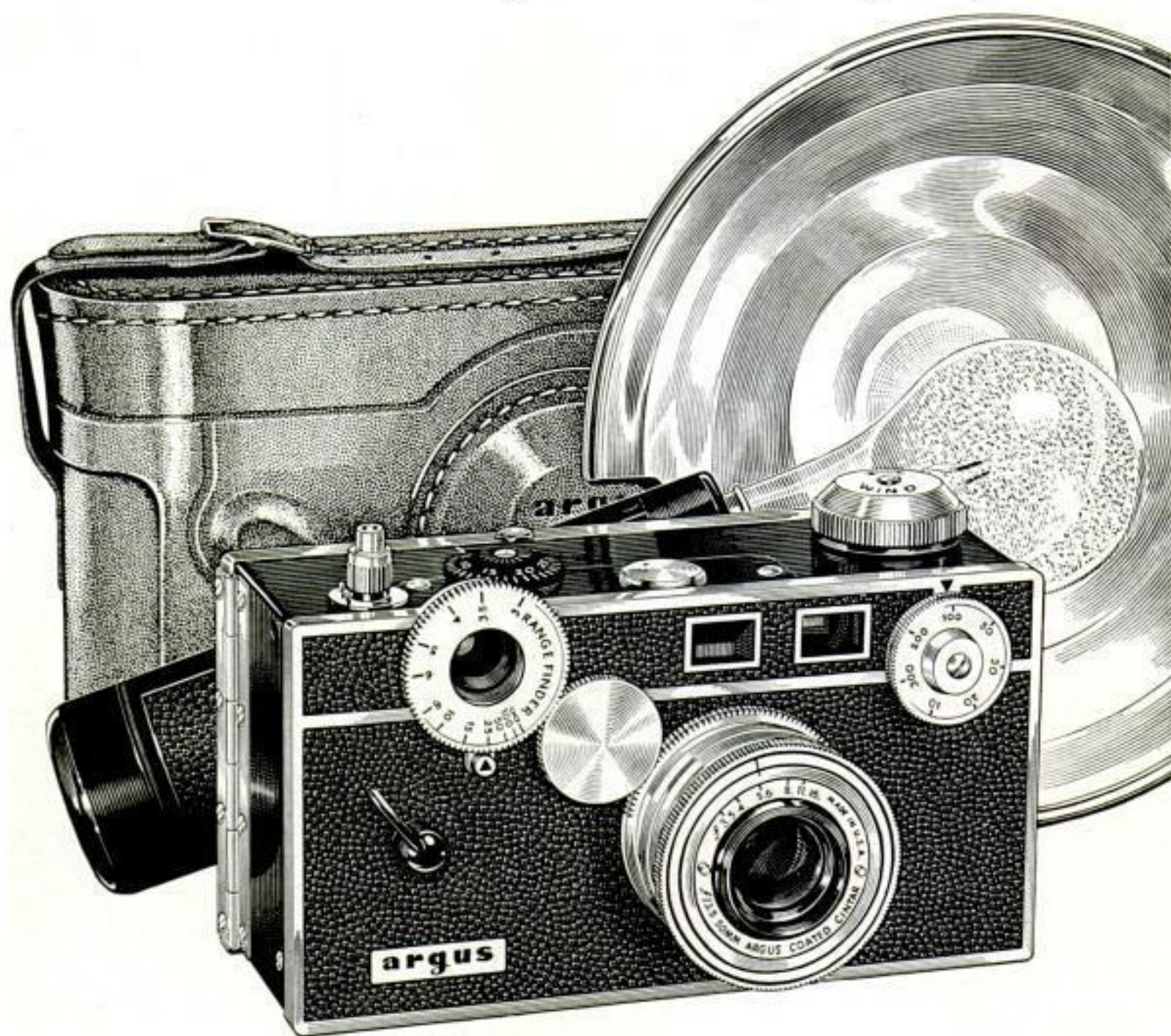
Solitair conceals each little skin imperfection. Your complexion looks flawlessly lovely—yet completely natural . . . never "mask-like." No other make-up gives you Solitair-beauty in close-ups! Try it . . . see the wonderful difference Solitair makes in *your* complexion!

Make this test: Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't (he won't!) if you wear Solitair!



*Only clinically tested
make-up leading skin
specialists confirm
will not clog pores.*

Two ways to get the most out of color photography!



1. argus c3.....\$69⁵⁰

INCLUDING CASE and FLASH

It's the sensation of the 35mm field—complete with everything any photographer could want: A color-corrected, f:3.5 Cinar lens*—*finest of its kind ground in America*; precision, gear-controlled shutter with speeds up to 1/300 second; a lens-coupled rangefinder; built-in flash synchronizer—you simply plug in the flash gun (no dangling wires, nothing to adjust). Ideal for black-and-white, action, flash, and gorgeous color slides.

**The Argus-Sandmar Telephoto Lens and Wide Angle Lens are easily interchangeable with the Cinar lens, making the C3 as versatile as cameras costing hundreds of dollars more. These accessory lenses are available at extra cost.*

2. new argus 300 watt projector



Never before could you buy a precision-built 300 Watt projector with these features for only \$49.95: A 4-inch, color-corrected f:3.5 lens; a powerful, yet silent power blower and special heat-absorbing lens to keep your slides cool; an exclusive "right-side-up" rotary slide carrier to prevent upside-down pictures. It's the perfect companion for any 35mm camera.

49⁹⁵ complete with carrying case.

Copyright 1953, Argus Cameras, Inc., Ann Arbor, Michigan. All prices include Federal Excise Tax where applicable, and are subject to change without notice.

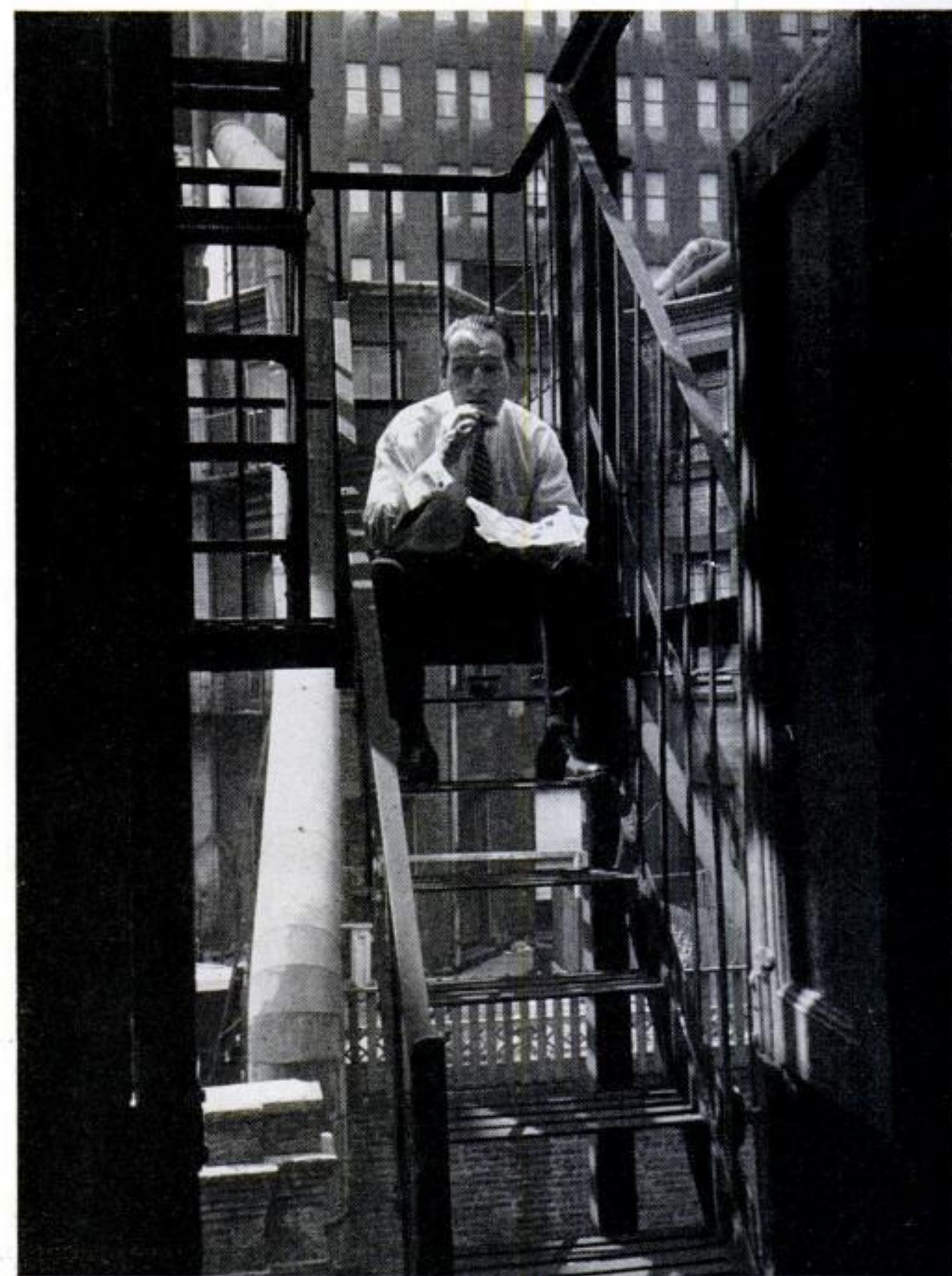
argus

—World's largest manufacturer of 35mm cameras

ITALIAN HAIRCUTS CONTINUED



COIFFEUR'S CHAOS greets Proprietor Marcel in salon. Clients, who often wait five hours for shampoo and set that take no more than two elsewhere, call it "The Snake Pit." One client started labor pains, gritted her teeth, rushed to Marcel's for hairdo, then to hospital. Boy reading comics waits for mother.

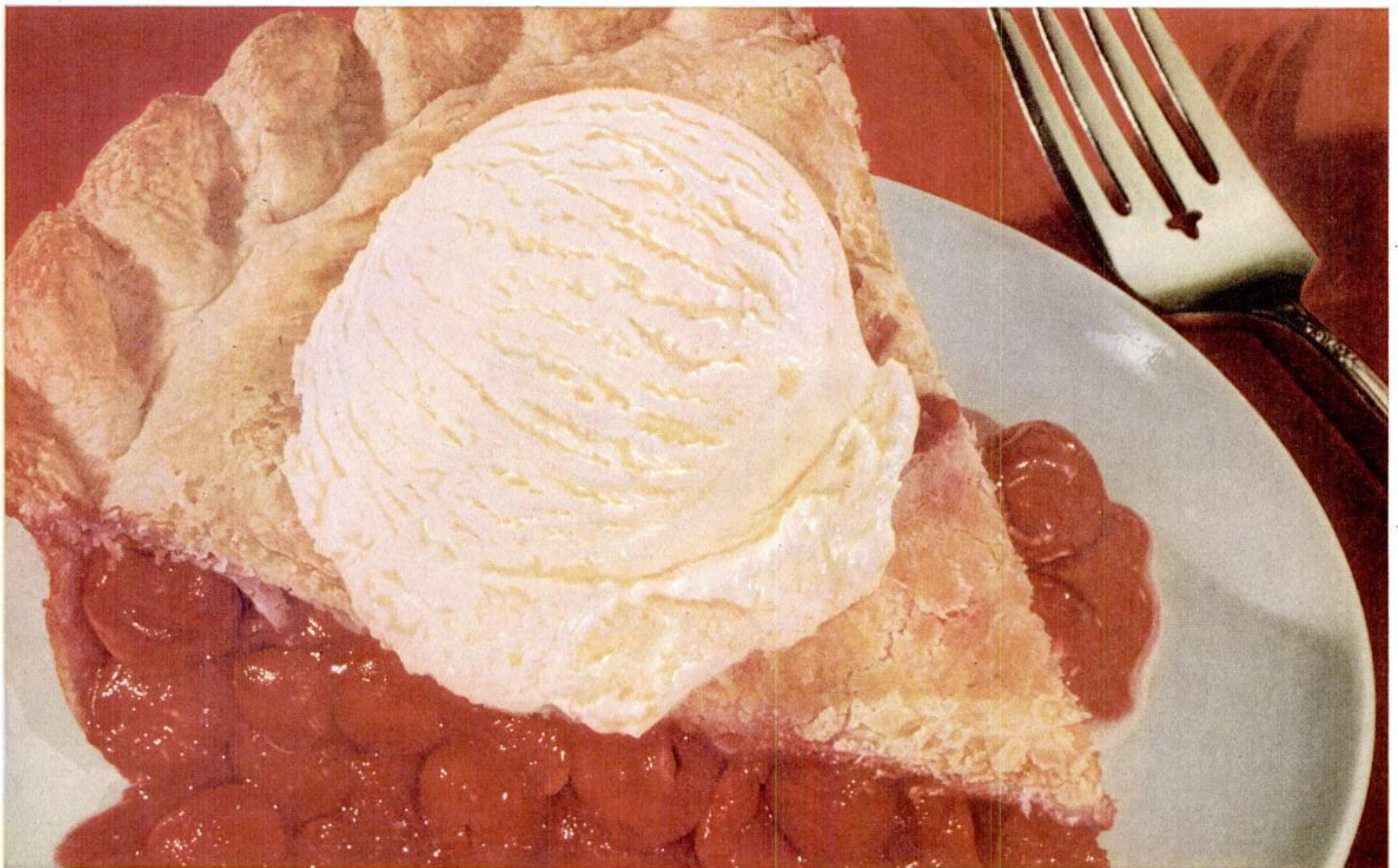


HARRIED HAIRDRESSER Marcel eats lunch on his fire escape, the only available place in the salon to sit down. With his staff Marcel can now handle daily only 150 Italian haircuts, which he studied in Rome last summer. Soon he will open another floor, which will expand capacity three times.

Save 10¢ on Ice Cream

(ONE PINT OR MORE)

with coupon in special package of
Betty Crocker Pie Crust Mix



Inside this special package of Betty Crocker Pie Crust Mix there's a coupon good for 10¢ on the purchase of a pint or more of ice cream (any brand, any flavor) at your food store!

America's dairy farmers join with Betty Crocker to remind you there's just one thing better than ice cream or pie—and that's ice cream *with* pie.

Serve this quick, easy, All-America favorite to your family: pie with Betty Crocker's flaky, tender crust topped with generous scoops of real ice cream. Serve it *soon*—and have enough for second helpings!

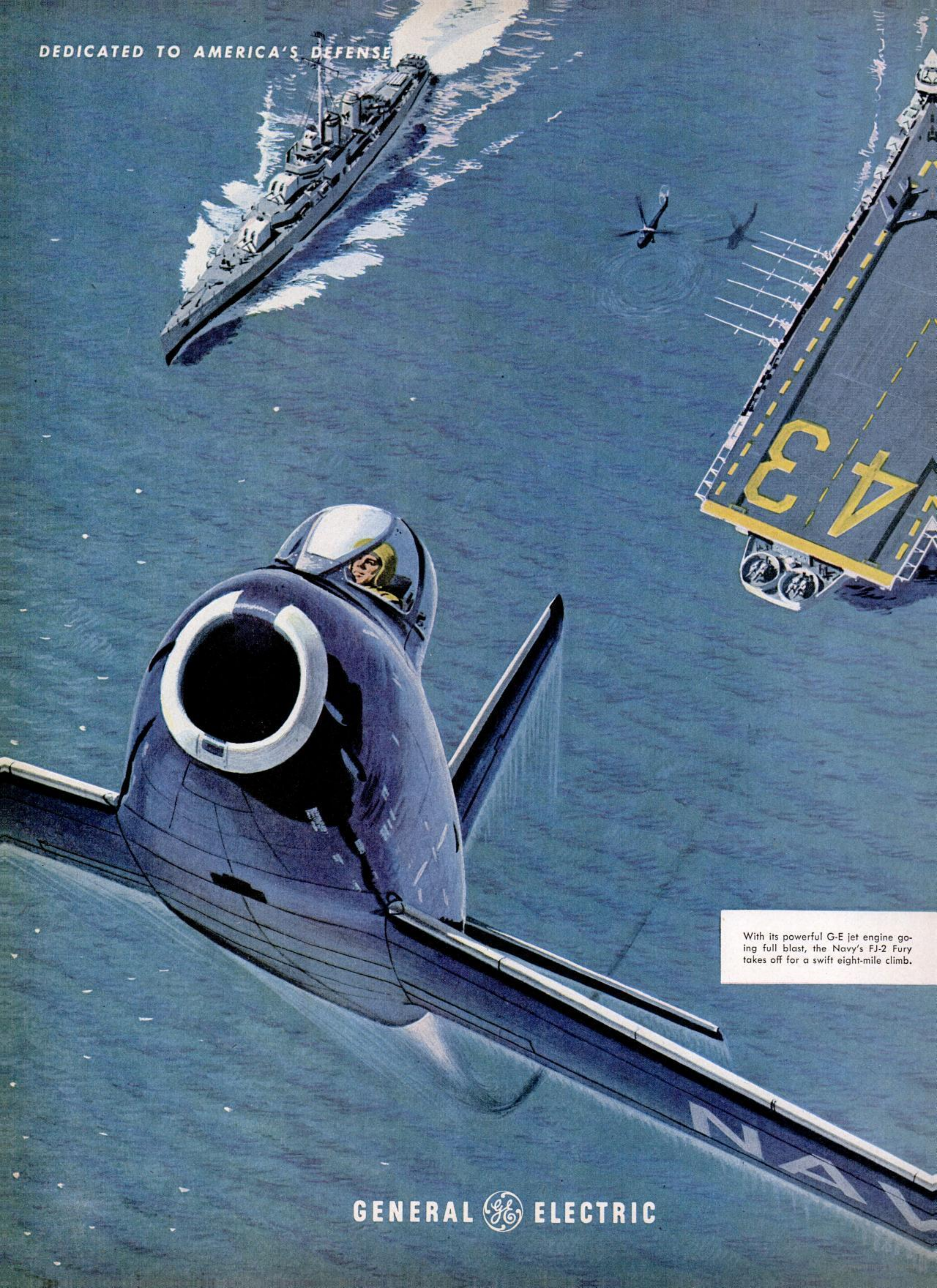
*Homemaker service and research for the public
supported by dairy farmers across the nation*

American Dairy Association

"The voice of the dairy farmer"

20 North Wacker Drive, Chicago 6, Illinois

DEDICATED TO AMERICA'S DEFENSE



With its powerful G-E jet engine going full blast, the Navy's FJ-2 Fury takes off for a swift eight-mile climb.

GENERAL  ELECTRIC

HOW THE FURY TAKES OFF IN A HURRY



1. Plane is hooked to catapult and mighty jet engine started. Pilot checks gear.



2. When pilot indicates he is ready, flight-deck officer gives green light for take-off.



3. With jet engine roaring, the Navy catapult propels the Fury forward off the deck.



4. Rapidly gaining speed, Fury climbs sharply, banks away from ship, heads upstairs.



POWERED BY G. E.

THE NAVY'S FJ-2 GETS UPSTAIRS IN A HURRY

Seconds after take-off, the North American "Fury" can be protecting our fleet from attack

The North American Fury is one of the fastest jet-powered carrier-based fighters to be put into operation by the Navy. Powered by a G-E jet engine, the FJ-2 is in the 650 mph class, can climb eight miles up in a matter of minutes. This makes it a valuable protective aircraft, should our Navy ever have to defend itself against surprise attack.

The G-E jet engine is a highly complex piece of equipment which called for thousands of man-hours of creative engineering to perfect. Months were spent developing the high-speed turbine wheels, perfecting the delicately balanced blades, finding new metals to withstand temperatures that would seriously weaken ordinary steel. The enormous problems of keeping down the weight of the engine while increasing its performance and efficiency had to be met and overcome.

The Navy, realizing the problems of jet engine design and development, called on General Electric to take advantage of G.E.'s engineering experience and technical facilities. When it came time for quantity production, General Electric turned to its team of over 4,000 suppliers and subcontractors to help meet tight production schedules.

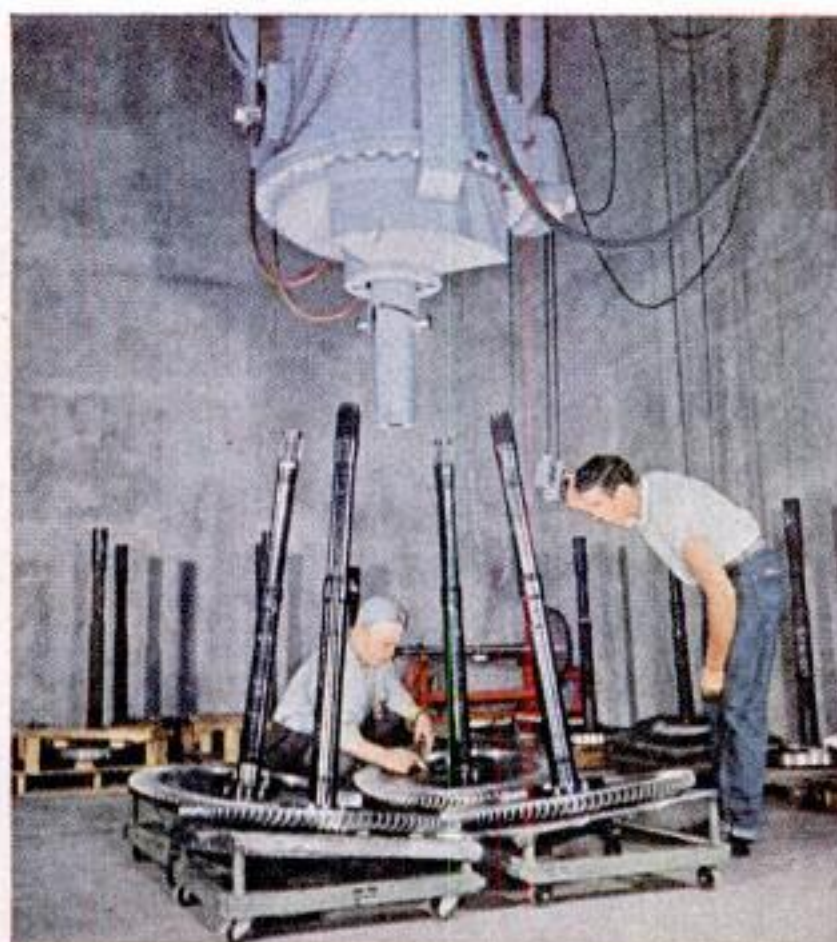
Our national defense is a job which demands cooperation among all companies both big business and small business. By working together we help protect our nation and keep it strong. General Electric Company, Schenectady 5, N. Y.

ENGINEERS: General Electric is constantly adding to its staff of highly skilled engineers and scientists. If you have a background of successful, creative engineering, and are not now in defense production, send your qualifications to our Technical Personnel Services Dept., Section B, Schenectady 5, N. Y. 230-4

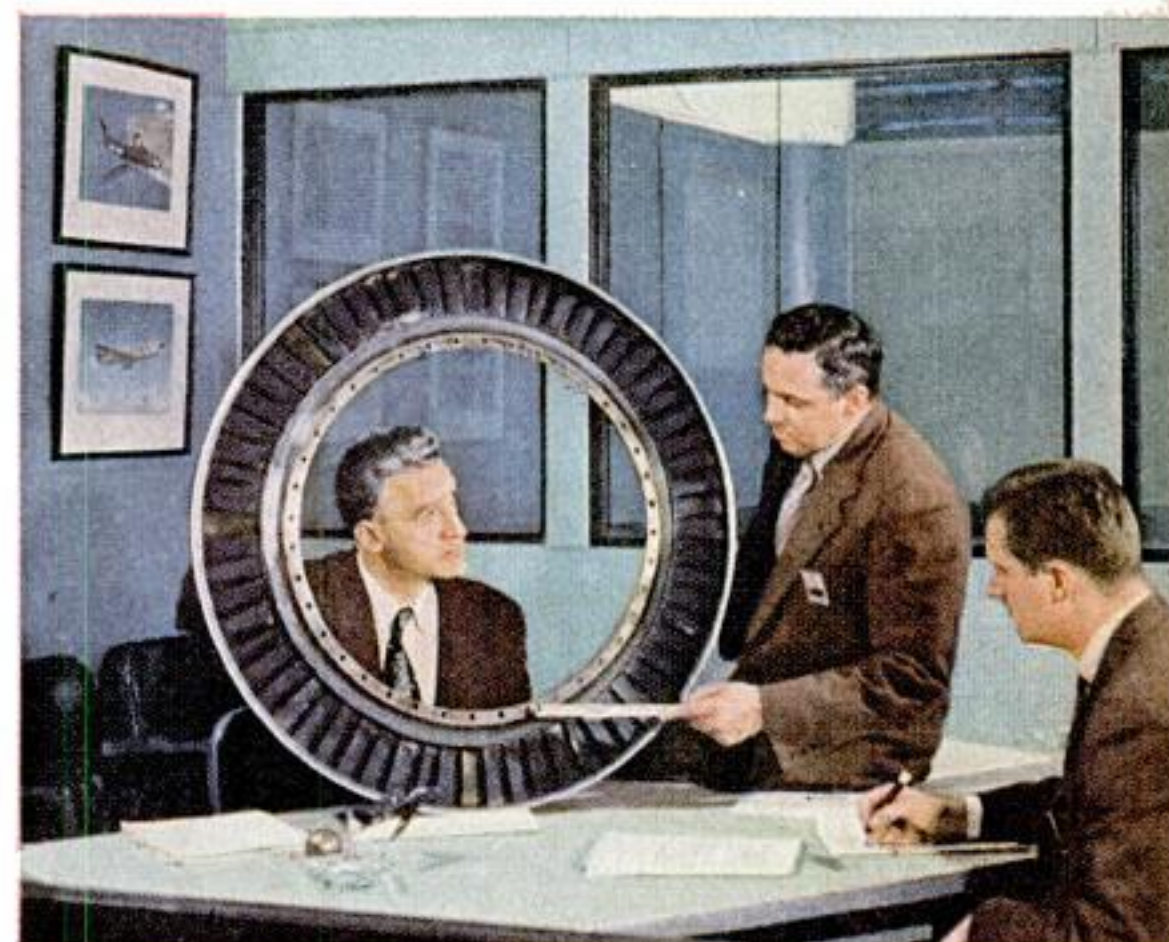
You can put your confidence in—
GENERAL  ELECTRIC



PRODUCTION of G-E jet engines depends upon over 4,000 direct suppliers and subcontractors. Vertical assembly improves alignment while under construction.



MILLION-VOLT X-RAY machine is used to inspect critical parts for possible hidden flaws. Costly inspection pays off in safety.



G-E ENGINEERS, asked to solve some of military's toughest problems, have responded with best defense equipment in the world.



Expect something wonderfully different

In flavor . . . in satisfaction . . . Ballantine Ale is not to be compared with any other malt beverage. Top Fermentation—with Ballantine's pedigreed yeasts working upward, not downward—makes the difference.

Its own special tang, its light, refreshing, thirst-quenching quality, have made Ballantine Ale world-famous . . . the 4 to 1 favorite in America. If your education hasn't included Ballantine Ale, you have an experience ahead.



BALLANTINE *Ale*

P. Ballantine & Sons, Newark, N. J.



WITH ANOTHER MONK, LUTHER (RIGHT) MAKES A PILGRIMAGE FROM GERMANY TO ROME, WHERE HE IS SHOCKED BY CHURCH LUXURY AND MORAL LAXITY

A FINE MOVIE ABOUT MARTIN LUTHER

Film biography of the great reformer, made for church showings, proves a hit with general public

A religious movie called *Martin Luther*, originally made for showings in churches, was given a test run in a commercial theater in Minneapolis recently. It promptly became the biggest box-office hit in years, outstripping in attendance every other movie in town, including two 3-Ds. Delighted by the response, the Lutheran sponsors will show the film in other commercial theaters throughout the country.

The movie, shot in the towns, castles and churches of West Germany, faithfully describes the events which led to Luther's break with the Roman Catholic Church and his launching the great Protestant Reformation. It opens with Luther leaving law school in 1505 to seek peace of mind as a

monk, closes after he has won his victory with the backing of German nobles, peasants and fellow clergymen. The story keeps to the religious issues of the Reformation—the sale of indulgences, abuse of relics, clerical chicanery—and handles them with restraint. Niall MacGinnis, an Irish actor, is impressive as the guilt-ridden, soul-searching Luther. German actors play most other roles. Some German Catholics actually helped as individuals to make the film, and the music was sung by a group of Catholic laymen associated with a Benedictine monastery. "The Catholics would have had real cause for anger," said one of the producers, "if a Protestant group had sung the Gregorian chants and done them badly."



Remember, of all things,
to carry **SAFE, SPENDABLE**
NCB TRAVELERS CHECKS

Be a smart copy cat! Safeguard your travel funds with National City Bank Travelers Checks, as millions of experienced travelers do. Spendable for anything, everywhere, and safer than cash. If lost or stolen you get your money back. Cost 75c per \$100. Good until used. Buy them at your bank.

The best thing you know
wherever you go

NATIONAL CITY BANK
TRAVELERS CHECKS

Backed by The National City Bank of New York
Member Federal Deposit Insurance Corporation

Best for every lighter!

RONSONOL® LIGHTER FUEL

Best for ANY kind of lighter

For fluid fuel lighters

Lasts Longer! Big 4 oz. can
Lights Instantly! **25¢**
Burns Cleaner!
Pleasant Scent!

RONSON® REDSKIN® 'FLINTS'

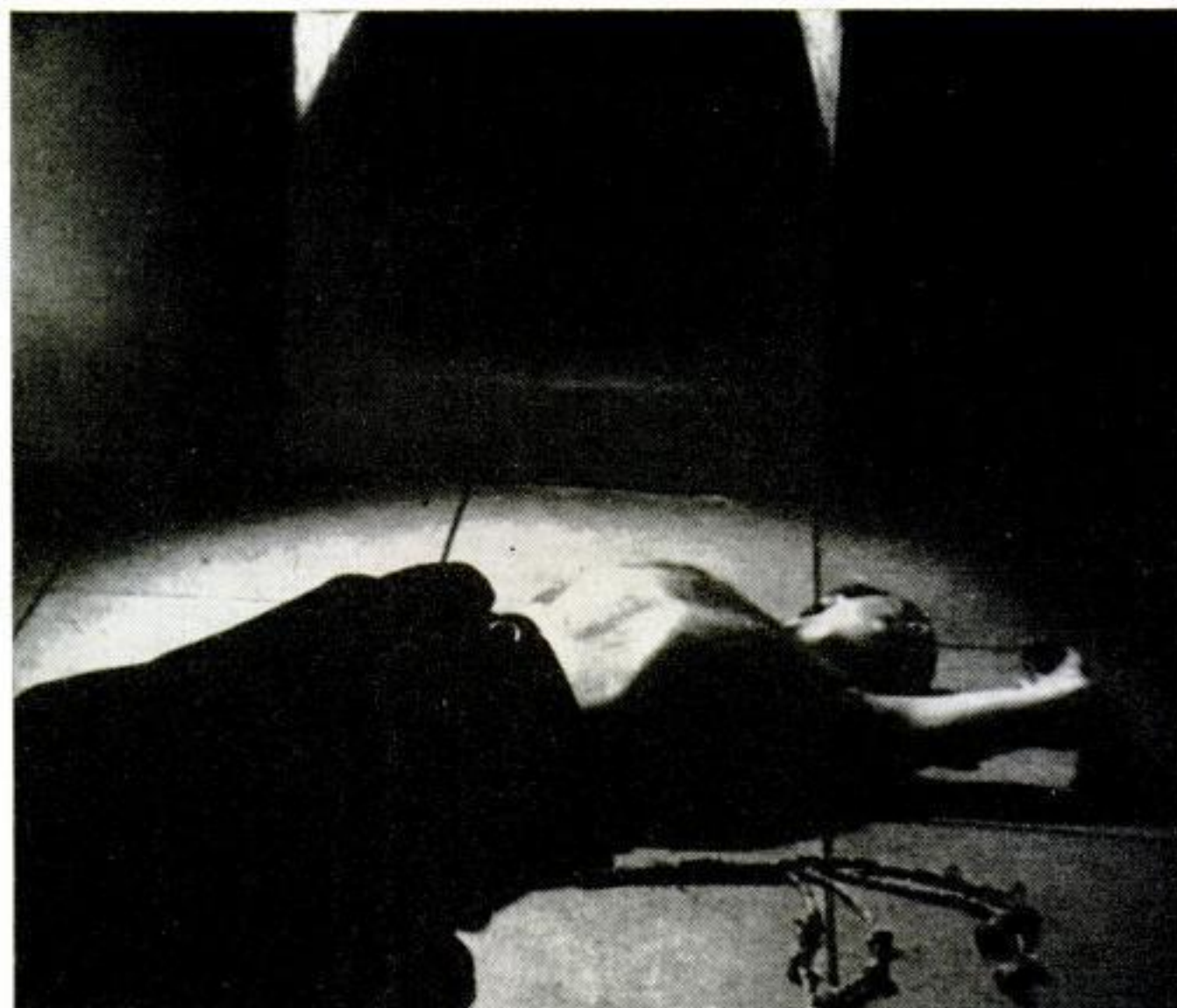
5 Extra Length
RONSON REDSKIN
'FLINTS'

with the distinctive
'REDSKIN' coating.
Best for ALL lighters.

Super Sparks! Handy Five-Flinter
Instant Lights! **15¢**
Last longer because they are longer!

THIS SURE-FIRE TEAM MADE BY **RONSON**
MAKERS OF THE WORLD'S GREATEST LIGHTER

Luther CONTINUED



AFTER SCOURGING HIMSELF for what he thought were sinful yearnings, Luther falls unconscious to the floor of his monk's cell. Obsessed by guilt, Luther felt that he could never compensate to God and "balance ledger."

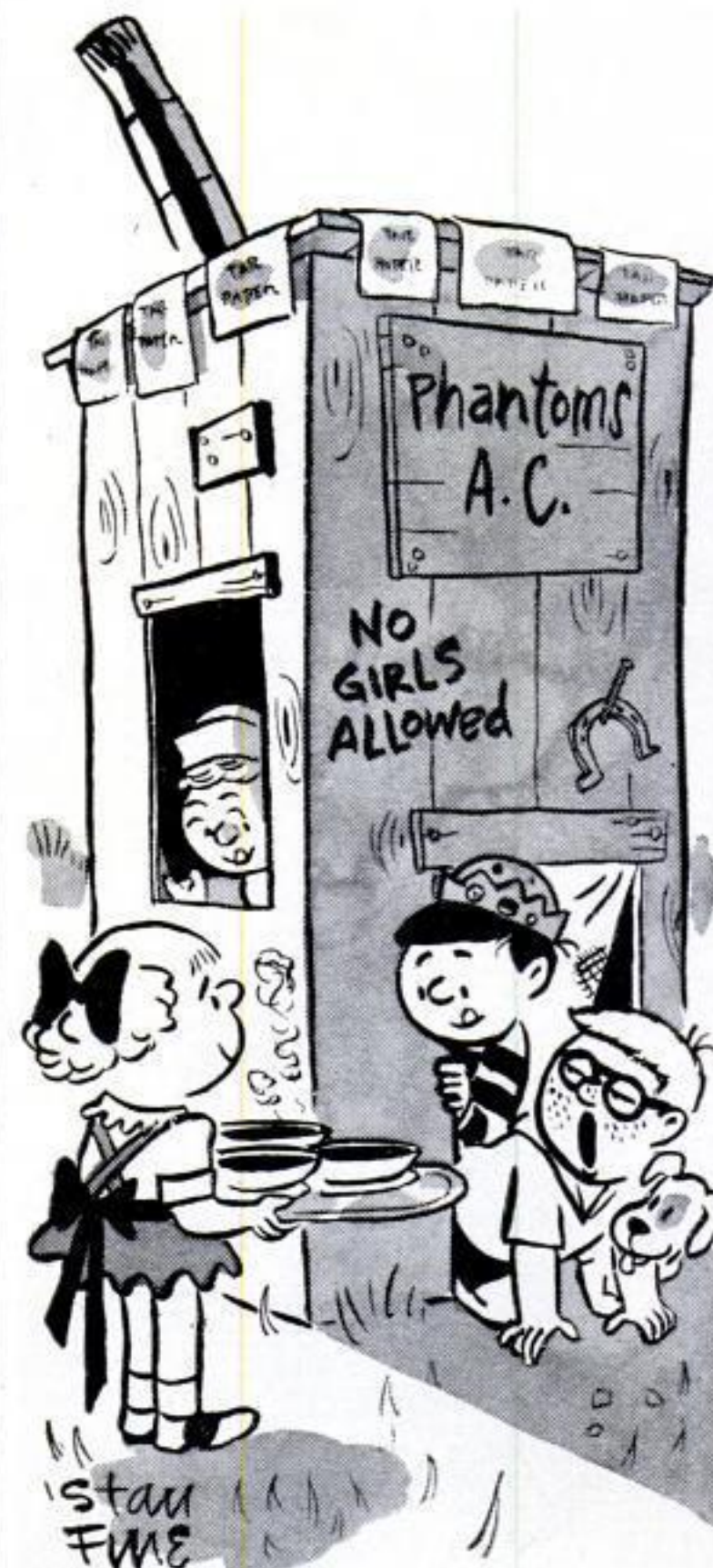


HAWKING INDULGENCES in market place, a Dominican named John Tetzel displays papal bull, which promises remission of divine punishment for sins in return for contributions toward building of St. Peter's Church in Rome.



LUTHER'S HISTORIC PROTEST against abuses came in his *Ninety-Five Theses which he nailed to door of the church at Wittenberg in 1517. He charged papal practices were destroying personal relationship between man and God.*

CONTINUED ON PAGE 104



"I MOVE THAT WE REVISE OUR RULES
TO 'NO GIRLS ALLOWED UNLESS
ACCOMPANIED BY SOUP FOR LUNCH!'"

© '53 CAMPBELL SOUP COMPANY

**No better
brush at
any price**

NEW
no-slip
grip!

NEW
sleek
tapered
handle!

29¢
Tek
MEDIUM

Baby will always need shoes

... let **MONY** make sure she has them!



Baby shoes don't carry a "baby" price tag—in fact, clothing, food and shelter *all* take plenty of money these days. But if something should happen to you, paying the bills month in, month out, is one thing your family won't have to worry about—with a MONY Family Protection Policy.

Of course you probably have *some* life insurance protection already. But are you sure it would be enough to pay for the things your family would need for ten, fifteen or perhaps twenty years?

A MONY Family Protection Policy enables

you to make provision for a substantial income for your family the *very day* you buy the policy... for a cost as low as your first premium. Life insurance is the *only* way you can do this *so fast and so inexpensively*.

• • •

No company can offer you better life insurance for your money than Mutual Of New York. Behind every MONY policy you buy, stands the strength of one of the largest mutual companies in the world, *and* the counsel of trained representatives.

MUTUAL OF NEW YORK

"FIRST IN AMERICA"

The Mutual Life Insurance Company of New York

Here's how you can guarantee a basic family income without disturbing savings or other life insurance. Say you're a 28-year-old father. If you have maximum Social Security benefits, by adding a MONY policy costing only \$8.06 a month, you can leave your family \$200 a month until your children are grown.

SEND FOR FREE INFORMATION TODAY!

MONY TODAY
means money tomorrow!

The Mutual Life Insurance Company of New York, Dept. L-53,
Broadway at 55th Street, New York 19, N. Y.

I would like free information about a MONY policy to cover my needs as follows: (Please check.)

- | | |
|--|--|
| <input type="checkbox"/> Income for my Family | <input type="checkbox"/> Education for my Children |
| <input type="checkbox"/> Accident and Sickness | <input type="checkbox"/> Add to my Social Security |
| <input type="checkbox"/> Pay off my Mortgage | <input type="checkbox"/> Retirement |
| | <input type="checkbox"/> Insurance on my Children |

Name _____

Address _____

City _____ County _____ State _____

Occupation _____ Date of Birth _____

WEATHER STAR FORECAST
ATOP OUR HOME OFFICE
Green.....Fair
Orange.....Cloudy
Orange flashing...Rain
White flashing...Snow





"Shop all you like, dear...
I'm wearing shoes with
Foamex comfort
cushioning!"

In shoes... in slippers...
ask for the pillow-soft
comfort of Firestone
Foamex cushioning.

Firestone
FOAMEX®

Try this
Quickie Treat
for Unexpected
Company!



When guests drop in, these tender slices of U. S. Gov't Inspected Beef are always ready to come to your rescue. Flavor-roasted as tasty as you'd do it and complete with lots of bubbling brown gravy! Just heat and you've made the easiest, most delicious hot beef sandwiches you've ever known! Keep several cans of Krey Sliced Beef or Sliced Pork on hand...perfect for last minute meals with a "company look."

Quality Midwestern **KREY** Meats Since 1882
KREY PACKING CO. ST. LOUIS 7, MO.

Luther CONTINUED



THE GREAT DEBATE between Luther (left) and John Eck, distinguished Catholic theologian, over the *Theses* took place at Leipzig in 1519 and lasted 18 days. Luther argued for primacy of Scriptures over authority of the Pope.



UNDER BAN by Charles V, Holy Roman Emperor, after refusing to recant at Diet of Worms, Luther and companion travel to Wartburg Castle. They are kidnaped by men of Duke Frederick, Luther's patron, to guarantee their safety.



AFTER EXCOMMUNICATION Luther marries Katherine Von Bora, former nun who had followed Luther's teaching and example by leaving the cloister. They have three children. Here they are shown with second son, Martin.



Tomatoes 'n peppers
pickles 'n spice,
Simmered together
'n blended just nice.
Soon as you taste it
You'll love it because
it's the

real home-made kind!



Mmm! mouth-watering
flavor-magic on meats,
poultry, sea food...
and in cookery too!

-Betcha!

say Bennett's is as good
as any "home-made"
chili sauce you've tasted.
If not—send us the
neck-label and we'll
return retail price
plus your postage.

Guaranteed by
Good Housekeeping
NOT AS ADVERTISED THEREIN



FOR THE **WHITEST** SHOES



SAFEST FOR BABY!!
HOLLYWOOD
sani-white
AT LEADING CHAIN AND
INDEPENDENT STORES



Sweet Relief for CORNS

Special ingredient
dissolves toughest
corns...without pain,
even as you walk.

GETS-IT LIQUID
CORN
REMOVER

**FAVORITE FOODS
SOUR YOUR TUMMY?**

Sweeten it fast with

TUMS
FOR THE TUMMY

STILL ONLY 10¢ A ROLL
Three roll package
a quarter



GUARANTEED TO CONTAIN NO SODA



You *can* take it with you in DESOTO ...44% more trunk space!

PLAN to take as much as you like—anything goes! Everything from cumbersome three-suiters to golf bags will fit into *this* trunk. And all the room isn't there, either. You'll find more hip room, leg room, head and shoulder room. You get your money's worth of *comfort* in DeSoto.

And you get the wonderful *convenience* of Full Power Steering. It takes the struggle out of parking, banishes wheel

fight from road bumps and cross winds. It lets you relax as you probably never have in *any* car before.

And there's the 160-h.p. Fire Dome V-8, the most powerful engine design in the world. It makes miles seem like minutes and mountains look like molehills.

And Power Brakes that act surely at the touch of your toe to the pedal. You never have to "jam" them on.

You get all this and more. So much more that a DeSoto is today a really *big* automotive value. You know it the minute you drive one. Try a FireDome V-8 or Powermaster Six—for the thrill of discovering your money's worth in motoring! DeSoto Division, Chrysler Corporation

• • •
P.S. Ask about DeSoto Airtemp Air Conditioning for your new car!



DESOTO-PLYMOUTH Dealers present **GROUCHO MARX** every week on both RADIO and TELEVISION—(NBC networks).

SELF-SERVICE COCKTAIL PARTY



Guests Help Themselves to Rum "Cocktails-in-a-Bowl" . . . Host is free to enjoy party, having prepared cocktails in advance. Pyrex-type bowl

sunk in ice keeps cocktails chilled, full strength—never watery. Ice cake itself melts slowly into metal foil tray, needs little attention. (See instructions below.)



1. Chip Out hollow to seat bowl at start. Use gentle slanting strokes to avoid splitting ice. Make hole slightly larger than bowl bottom.



2. Pour Boiling Water into metal or pre-heated Pyrex bowl. (Metal bowl sinks faster.) Keep repeating, but avoid spilling water on ice.



3. Sponge Up water from hollow as ice melts. Any kitchen-type sponge will do. This prevents overflow from marring ice surface.



4. Leakproof Tray — Join long way in tight folds 2 sheets heavy duty cooking foil. Open out. Fold up sides.



NEW IDEA LETS HOST ENJOY HIS OWN PARTY

Guests Serve Selves. Bowl in Ice Keeps Cocktails Cold, Full-Strength

Don't put the ice in the cocktails. *Put the cocktails in the ice!* Make the whole supply in advance. Then relax and have fun.

All you need is a block of ice, a tray and a bowl.

Get fifty pounds of ice (about 50¢), make your tray of heavy-duty aluminum cooking foil (Reynolds Wrap, for example—about 20¢ worth), take a metal or Pyrex-type bowl from the kitchen.

Sink the bowl in the ice (see directions), pour in the cocktails and let each guest help himself.

Melting Ice No Problem

At 70°, a fifty-pound ice block melts about a pint an hour. This is easily sponged out of the tray.

The Rum drinks at the right are delicious this new way. And your favorite Rum punches will taste better than ever.

For other Rum drink and food recipes, see your dealer or write Department 141, Rums of Puerto Rico, 600 Fifth Avenue, New York City 20, N. Y.

Shopping Guide. To be sure of getting a genuine Puerto Rican Rum, look twice at the label—

1. For your favorite brand →

2. For this Government mark →

This is your assurance that the rum you select has the maturity required by law—distilled, aged and bottled in Puerto Rico, U. S. A., Rum Capital of the World.



Delicious Rum Recipes for "Cocktails-in-a-Bowl"

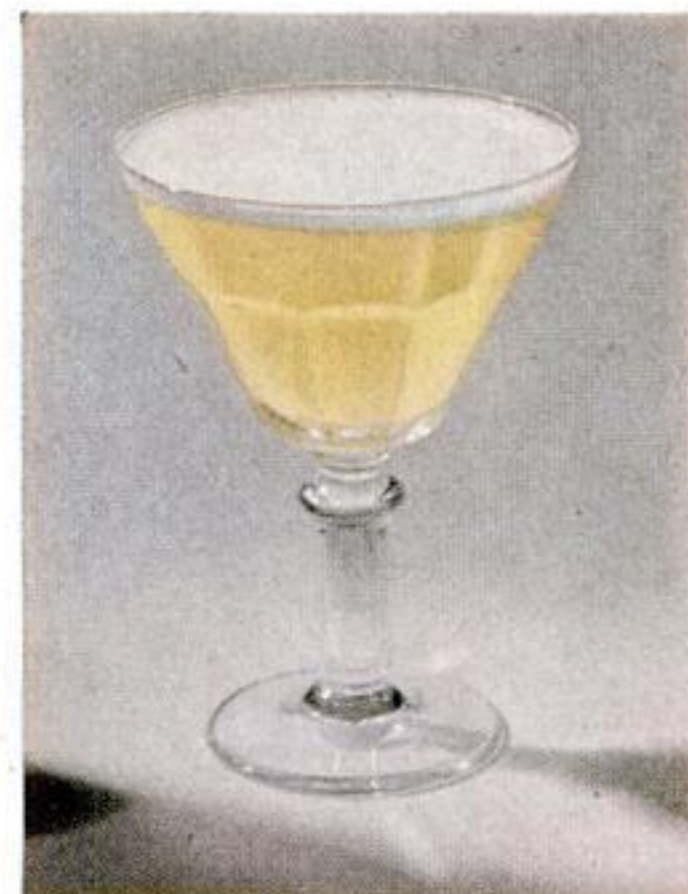
Recipes below are for individual drinks. For "Cocktails-in-a-Bowl," multiply according to number of servings desired.



Daiquiri—Juice of ½ lime (½ oz.), 1½ oz. Puerto Rican Rum, ½ tsp. sugar. Shake vigorously with cracked ice. Strain into glass. Enjoy America's favorite rum cocktail.



Mint Crush—Bruise about 8 leaves fresh mint in Old Fashioned glass with trace of sugar. Add cracked ice, water, 1½ oz. Puerto Rican Rum. Stir. Top with mint sprig.

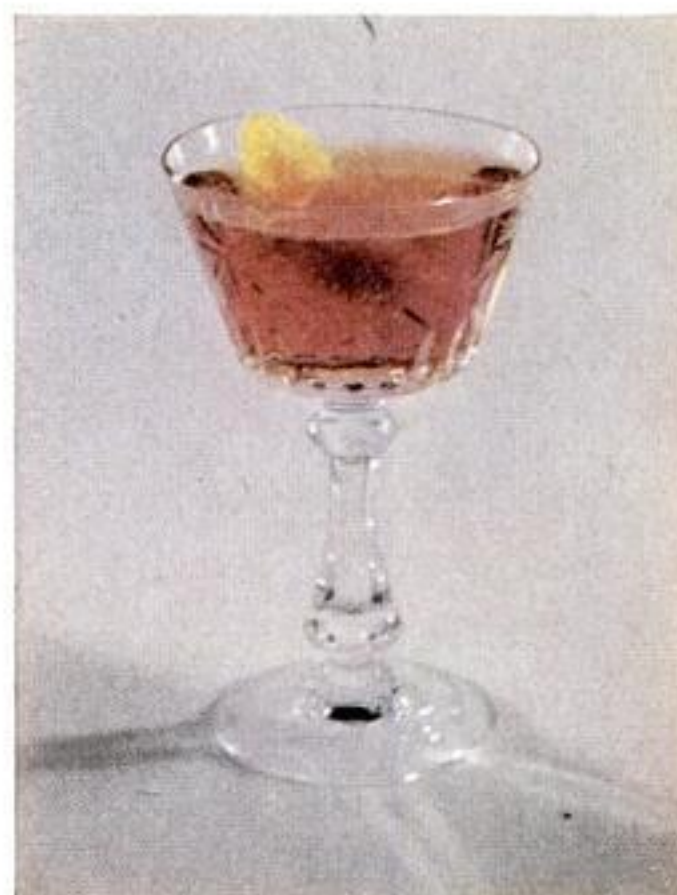


Rum-'n-Pineapple—To 1½ oz. Puerto Rican Rum add 2 oz. Pineapple Juice. Shake well with plenty of ice. Serve as a cocktail. Quick and easy. Wonderfully refreshing.



Something New! Direct from a Gourmets' Meeting in Los Angeles . . . two new taste discoveries! So very new they haven't even got a name!

Cocktail "X"—4 parts white Puerto Rican Rum to 1 part very dry Sherry. Stir well with ice like a martini. Serve with olive or onion.



Cocktail "Y"—3 parts gold Puerto Rican Rum, 2 parts Port Wine. Stir with ice like a manhattan. Serve with cherry or lemon twist.



Iced Tea-O-Rum—Add 1½ oz. Puerto Rican Rum to glass of iced tea. Sweeten to taste. Add lemon slice or sprig of mint if desired. Here is the perfect easy-to-make pick-you-up for a hot summer's day. (Rum goes well with hot tea, too.)

Wonderful Tall Drinks with Rum—the Ideal Summer Cooler



Rum Collins—2 oz. Puerto Rican Rum, juice of 1 lemon (1 oz.), 1 tsp. sugar. Shake with ice. Pour into tall glass. Add soda. Garnish with cherry and lemon slice.



Rum Highball—1½ to 2 oz. Puerto Rican Rum, add ice, water or soda, lemon twist or dash of Angostura. Many prefer a Rum Highball with cola or ginger ale.



Rum-'n-Tonic—1½ to 2 oz. light Puerto Rican Rum. Use plenty of ice, add Quinine Water and slice of lemon. A wonderful cooler direct from the tropics to you.

Rums of Puerto Rico

600 Fifth Avenue, New York 20, N. Y.



5. Pour in rum cocktails, prepared in advance and kept cool in refrigerator. Ice corners flattened with hot iron aid appearance, as do flowers.



FOR KITCHEN

No more splashing, no more bleach a-wasting down the drain, no more big heavy jugs to lift! Sprinkle on PUREX DRY BLEACH lightly (as you would a cleanser)...it "stays put" till you're ready to rinse it off. Its *foaming* action means it is *more* than bleach—added ingredients do a *super* job of cleansing!



FOR BATH

To deodorize and disinfect toilet bowl, bathtub and lavatory, you'll enthuse over the lightness, the convenience, the *safety* of granulated PUREX DRY BLEACH. Energy-saving housewives across the nation are buying this new liquid-bleach-in-dry-form *two* handy jars at a time—for laundry, for bathroom.

NEW! Liquid Bleach in safe DRY form!



This revolutionary new bleach discovery does all the work of "liquid" and more—without the mess or bulk. It deodorizes... disinfects... gets your clothes antiseptically clean... yet won't splash... won't drain off sink or bathtub sides. There's never been anything like it before!

No Splash! No Spill! No Waste!



PUREX DRY BLEACH

© 1953, PUREX CORP., LTD., SOUTH GATE • ST. LOUIS • TACOMA
DALLAS • MEMPHIS • SAN LEANDRO • NEW ORLEANS • ATLANTA



FOR LAUNDRY

In any top-opening washer (standard or automatic) you will find PUREX DRY BLEACH so simple to use—(1) Start water; (2) add dry bleach "as is" and your soap or detergent; (3) add clothes last. It's the safest, lightest bleach you ever handled!



For front-opening automatics—which vary in size—read the simple directions on the label. But remember, whether you prefer a pre-soak or the direct washing method, leading laundering authorities agree *you do need bleach!*



Any way you wash, you'll get the cleanest, sweetest-smelling cottons and linens ever with amazing new PUREX DRY BLEACH. Each white bead works gently, uniformly. It *safely* removes stubborn stains and ground-in dirt. Use it every washday!



AT BASE OF APPLE TREE IN INDIANA, WHERE SOME 20,000 CICADAS HAVE EMERGED, THE GROUND HAS BECOME A BIG JUNK YARD OF OLD, DISCARDED SKINS

17-YEAR BUGS

After long life under the ground
cicadas come out of skins and die

Franklin Roosevelt was still president back in 1936 when the last big brood of cicadas, better known as 17-year locusts, went underground. All this time they have lived in the soil as tiny nymphs, sucking the juice of succulent roots and quietly growing.

This year, east of the Mississippi, the 1¼-inch-long cicada nymphs have been clawing their way aboveground by the millions. They

climb up trees and shuck off their old skins (*above*). In a few days they quickly start to mate in the sunlight, for they have only about two weeks to live. The males chirp a shrill mating song, and the females lay eggs on tree twigs until they drop exhausted to the ground and die. Late next month a new brood of little cicadas will hatch from the eggs and go back underground to wait to come up again in 1970.

WASH AND DRY YOUR AUTO Without Hard Work or Wet Clothes!



**WASHES CLEAN
LIKE A SPONGE**

**WIPES DRY LIKE
A CHAMOIS**



Sensational

O-Cedar Car Mop

EASIER-BETTER-FASTER-And You Stay Dry!

Now, you can give your car a professional looking wash job without old clothes or rubber boots because there's no wet messy hose to splash or spill. The hundreds of cellulose "Scrub-Action" fingers of the O-Cedar Car Mop loosen stubborn dirt easily. The long 48" handle makes it easy to wash the whole top without tiresome stretching. The absorbent chamois-soft texture of the mop head makes drying as easy as washing.

Get an O-Cedar Car Mop Today
\$4.95 — Where You Buy
Auto Cleaning Supplies

O cedar Makers of the Famous
O-Cedar Sponge Mop
O-CEDAR CORP'N, CHICAGO, ILL.
Subsidiary of American-Marietta Company



CONFORMS TO CAR CONTOURS
... keeps contact with car body on curves as well as flat surfaces.



CLEANS YOUR ENTIRE CAR
... amazing "rubber hand" arches and flexes to clean grilles, bumpers and wheels.

17-Year Bugs CONTINUED



OUT OF HOLES bored through the earth, cicadas emerge to climb trees. Visible cicadas have been baked to death by sun or partly eaten by birds.

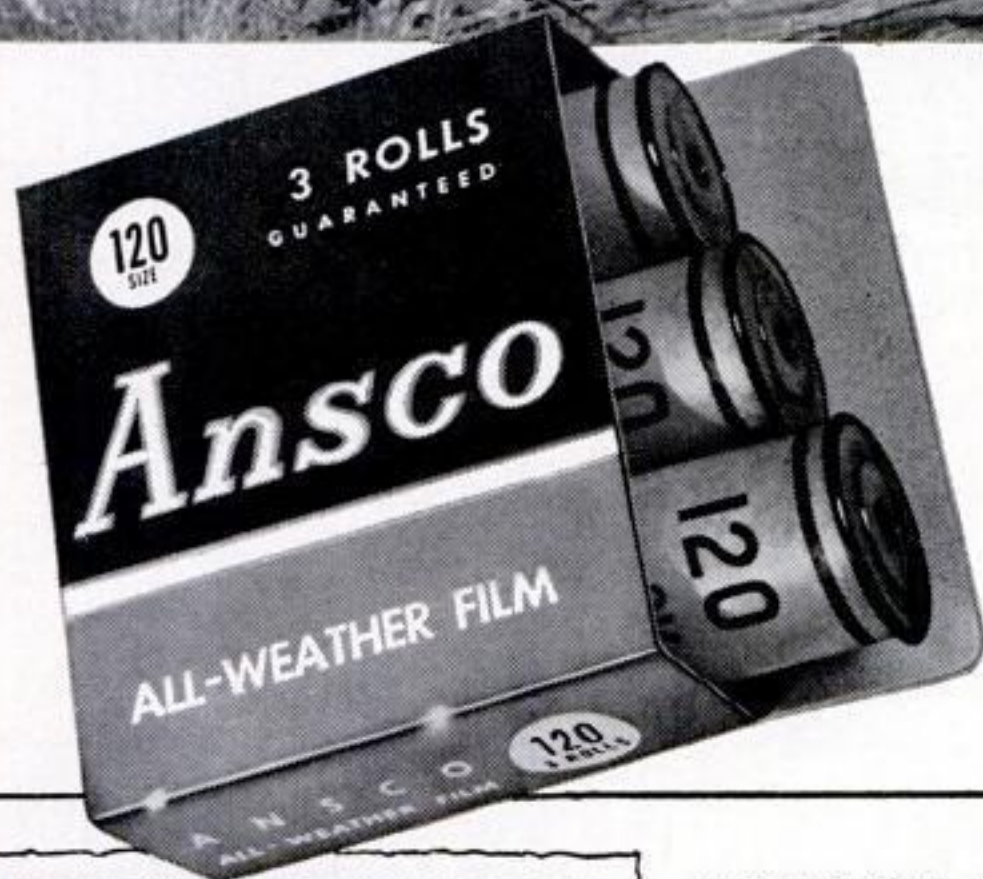


OUT OF ITS SKIN wriggles an adult cicada. At this stage they are almost pure white with red eyes.



UP A TREE cicada climbs to mate. Thickening of veins into upside-down W on wing (lower left) caused legend that appearance of cicadas means war.

CONTINUED ON PAGE 112



In any weather... with any camera...

**Clear, bright snapshots
guaranteed**

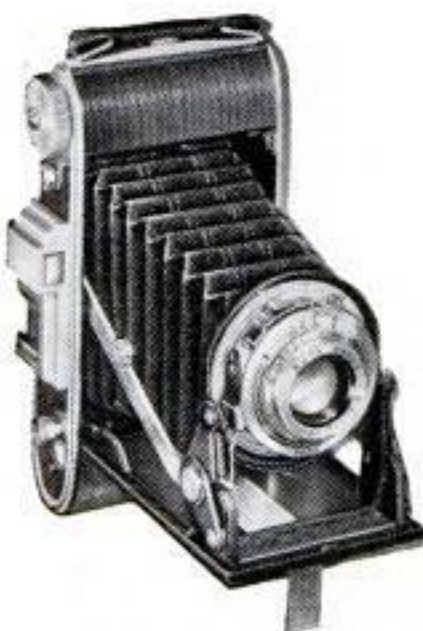
*if you use **ANSCO** film!*



YOU SAVE 15¢ ON FILM

by getting Ansco All-Weather Film in the 3-Roll Economy Pak! Its metal-foil wrapper keeps your reserve supply of film fresh until needed! Also in single rolls.

Ansco Viking 6.3. This fine, folding flash camera makes $2\frac{1}{4} \times 3\frac{1}{4}$ " black-and-white or color pictures on 120 film. Coated, color corrected f6.3 lens in 1/200-second flash shutter. Lifetime construction. A real Ansco value . . . \$34.95



You get the kind of clear, bright snapshots you like with Ansco All-Weather Film, or get a new roll free! Yes, you are completely satisfied with your results with *any* camera, in *any* weather, *indoors* or *out*, or return the guarantee bond and negatives for a new roll of film.

Why take chances with other makes of film, when Ansco—and *only* Ansco—guarantees results? Ask for Ansco All-Weather Film in the bright red, blue and white package.

ANSCO, Binghamton, N. Y. A Division of General Aniline & Film Corporation. "From Research to Reality."

Ansco All-Weather Film



Cool as
living by
a lake!

CROSLEY Room Air Conditioner

cleans

as it

dries

as it

cools

the

air

you

breathe!

Now, *comfortable* coolness on the hottest days—air conditioning at its best with the revolutionary new 1953 Crosley.

But more! Crosley “conditions” air, too. *Cleans* it of dirt, dust, soot. *Dries* air—eliminates “sticky-weather” humidity. *Circulates* air without bothersome drafts. *Ventilates* your room all year round. And *exhausts* stale air—whisks away odors.

Put yourself in the CROSLEY Comfort Zone—see the five new 1953 models at your Crosley Dealer’s today. Crosley Division, AVCO Manufacturing Corporation, Cincinnati 25, Ohio.

SET YOUR HEART ON CROSLEY



MODEL
ACE-75 D

Put Yourself in the CROSLEY Comfort Zone

In Canada: Crosley Radio and TV, Limited, Toronto, Montreal.



17-Year Bugs CONTINUED



KILLING CICADAS on apple trees, farmer sprays orchard. Cicadas do not eat leaves, as real locusts do, but damage branches on which they lay eggs.



CRADLE FOR YOUNG is incision which females make in twig as repository for eggs. After five or six weeks young either leap or fall back to earth.



PROTECTION against cicadas are cheesecloth sacks wrapped around apple trees. Damaged twigs usually die and fall off trees, stunting their growth.

INDUSTRY OF OPPORTUNITY

How Glenn Douglass Built His Own Oil Business

In 1946, after comparing dozens of business opportunities, Glenn Douglass invested his life savings in a small service station in Hamilton, Ohio.

Today, after 7 years of hard work, Glenn Douglass has built a highly successful oil business. His company operates eleven service stations. And, as a wholesaler, he sells over 4,000,000 gallons of oil products a year to service stations, farmers and fuel oil customers.

Glenn Douglass' success story shows the limitless opportunities in the oil business for men willing to work hard and meet the day-by-day competition for business that exists in every branch of this industry.

Throughout America there are thousands of local oilmen like Glenn Douglass. Called "wholesalers" or "jobbers," they compete with rival oil companies, large and small. To win your business they try to reach you first with the newest, most improved oil products and the best service possible. This is one more way you benefit from America's privately managed, competitive oil industry which provides opportunity for all.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N. Y.



CLOCKING TRAFFIC on a rainy night at a Hamilton, Ohio street corner, Glenn Douglass studies a possible location for a new service station. His painstaking study of local

business conditions is one big reason why Douglass was able to build a small service station into an oil company in just 7 years, in the face of stiff competition.



MORE HARD WORK is put in by Douglass in Butler County courthouse where he pores over records and maps to spot likely future service station locations.



DOUGLASS DESIGNED this service station himself. Station operator reports that large display windows are boosting sales of tires, batteries and accessories.



SUCCESS STORY: Picture at left shows Douglass and all the employees he had in 1946. Picture at right shows how his company has grown in just 7 years. This year Douglass

will buy over 4 million gallons of oil products from a refinery — distribute them to service stations and to hundreds of homes, farms and industries throughout Ohio's Butler County.



CIVIC MINDED Glenn Douglass, a local Boy Scout director, introduces Scouts from Oxford, Ohio, to Ted Kluszewski, first baseman of the Cincinnati Redlegs.



RELLA RUDOLPH OF ALABAMA WANTS TO EXTRACT NATURE FROM HER ART



RAYMOND HARRIS OF OHIO SAYS THAT HE IS GROPING FOR A NEW STYLE



DAVID COHEN OF NEW YORK IS AN INVENTOR AND SELF-TAUGHT ARTIST



EARL KERKAM OF WASHINGTON, D.C. HAS BEEN IN PARIS SINCE THE '20s



ROD ABRAHAMSON OF MICHIGAN SPECIALIZES IN SPORT, CIRCUS SCENES

ED SMITH OF NEW YORK DECLARES HE IS NONBOHEMIAN EXPRESSIONIST



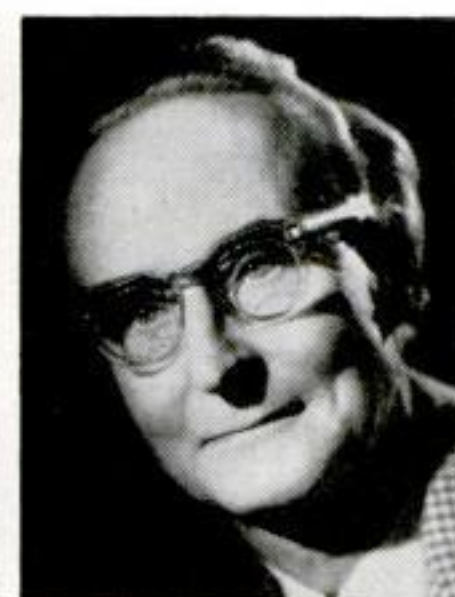
WHEN A FRENCH ART JURY TURNS DOWN U.S. ARTISTS



JEAN CASSOU



RENE HUYGHE



EDOUARD GOERG

Turmoil Rules the Left Bank

Confusion erupted violently in the art world of Paris, as it so often does. It started off with deceptive mildness and the usual best of intentions. A group of friends of the American artists working abroad, most of them of the Left Bank of the Seine, decided to present an exhibition of their work. It was felt that this would not only be good for the artists but also, perhaps, for the French art lover. A swanky Right Bank gallery offered its walls for the show and an anonymous donor offered cash prizes to be awarded the best paintings. To give the show real éclat a jury of top critical names was called on to judge the work: the all-powerful Jean Cassou, director of the Paris Museum of Modern Art; René Huyghe art professor at the College of France; Edouard Goerg, president of the Society of French Painters and Engravers.

Charged with dreams of coming success, 124 American painters framed 340 paintings and sent them in. The jury of experts got to work while the painters waited expectantly. Then came the humiliating news: the jury had decided that among all these paintings there wasn't sufficient work of merit to warrant an exhibition. It was shocking enough to curdle the Pernod in an expatriate's glass.

In the Café Sélect in the heart of Montparnasse 150 angry American artists and sympathizers gathered to say what they thought of it. They shouted, waved their arms, harangued from the tops of chairs. Finally a group was named to ask the judges to take another look at the paintings.

. . . BUT, SAID THE JUDGES, THE
PAINTINGS WERE NO GOOD

SO→

DO

go near the water



You can go swimming wearing Tampax*. Even when the bathing suit's wet and clinging, internally-worn Tampax is the kind of monthly sanitary protection that doesn't reveal its presence. Doctor-invented Tampax is made of compressed, long-fibered cotton in throwaway applicators. It's so easy to insert that the user's hands need never even touch it. And it's just as easy to dispose of—a boon when you're away from home.

You can sit on the beach wearing Tampax. What if you don't want to go in? There's nothing to betray it's one of "those days"—no belts, no pins, no odor. In fact Tampax is so comfortable the wearer doesn't even feel it once it's in place. Worn by millions of women, Tampax is really a "must" to help you get every ounce of enjoyment out of Summer.

Buy Tampax this month. At any drug or notion counter. In your choice of 3 absorbencies: Regular, Super, or Junior. Month's supply goes in purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.

*Reg. U. S. Pat. Off.



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Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

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LEFT BANK TURMOIL CONTINUED

...THE ARTISTS LOOKED AROUND FOR ANOTHER JURY



NEW JUDGES WERE FOUND, a group of French, American and Swiss art experts. They went slowly through the paintings, picking very cautiously.

...THE PAINTINGS OF 31 ARTISTS WERE CHOSEN AND HUNG



SALON OF THE TWICE-JUDGED was held in a Left Bank gallery. French critics thought U.S. painters were trying too hard to paint like Europeans.

... AND TWICE-REJECTED ARTISTS FOUND WALL OF OWN



SALON OF THE SOUR GRAPES was held in hospitable cafe by painters who were rejected by both juries. They still feel that posterity will vote for them.



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Forget Biting Insects

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TRADE-MARKS
SIX · TWELVE

Insect Repellent

Protects you from MOSQUITOES, BLACK FLIES AND CHIGGERS

it's odorless too!

only 49¢

Get it at any Drug, Sports, or Variety Store.

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TEST STANBACK AGAINST ANY PREPARATION YOU'VE EVER USED!

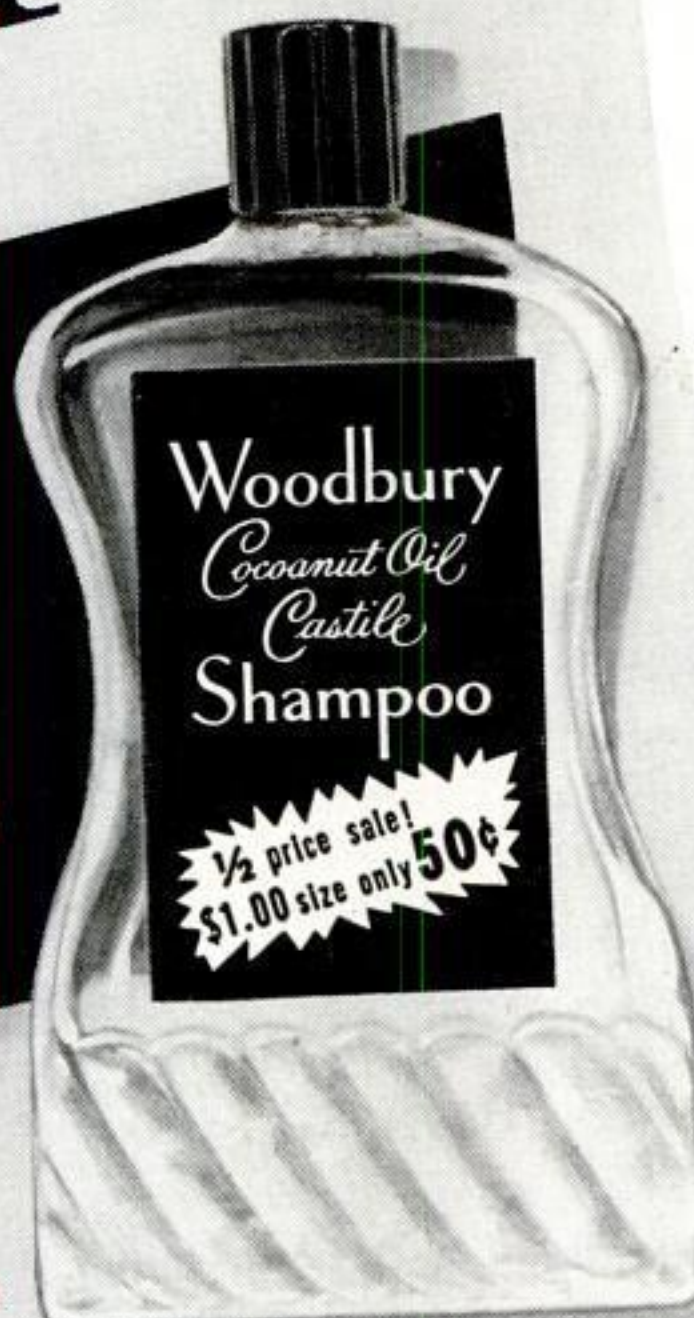


Snap Back with STANBACK

Now! Introductory
1/2 PRICE SALE

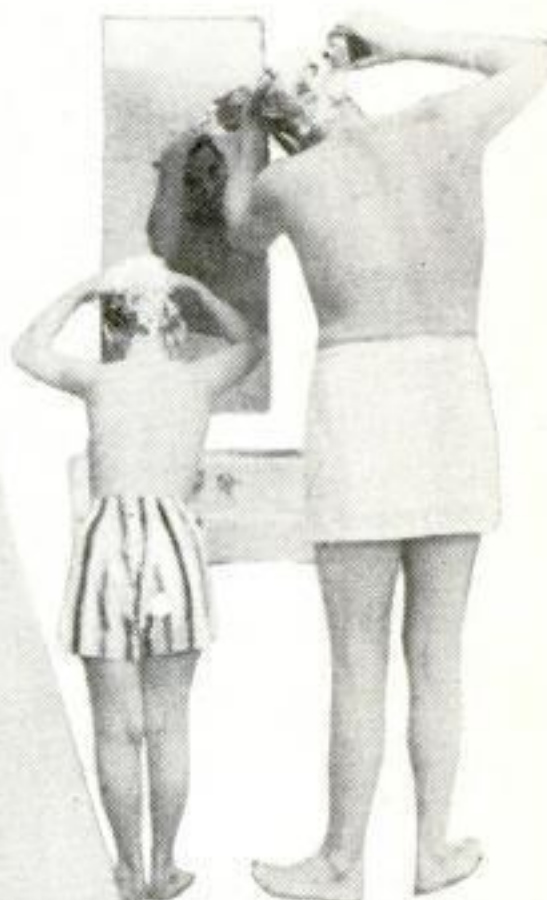
Woodbury
Cocoanut Oil Castile
Shampoo

\$1.00 size
now only 50¢



Little girls and big girls, too, need the *natural oil protection* of Woodbury Shampoo. It cleans all types of hair thoroughly, yet gently... helps to preserve the natural oils of the hair. After a Woodbury Coconut Oil Castile Shampoo, hair is glossy and manageable. Hurry—get this big beauty bargain today at grocery, drug and variety stores before the supply is gone!

Woodbury Shampoo... best for all the heads of the family



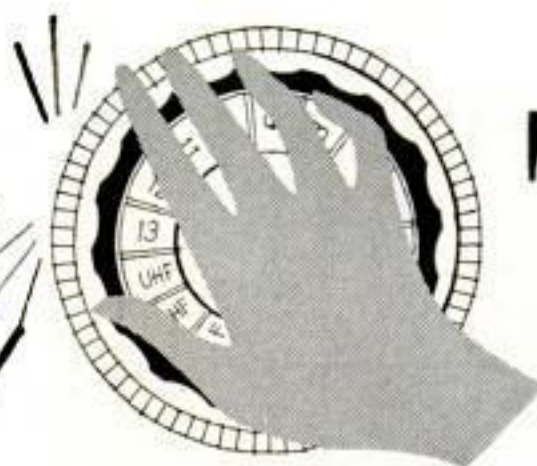
Announcing the great new sets with the greatest

RCA Victor

with

Rotomatic Tuning

CLICK- there's your station!



Now you can enjoy the most *automatic* television ever achieved, as RCA Victor brings you *more to see . . . less to do!*

First time in RCA Victor history, 17-inch TV as low as \$179.95... 21-inch TV as low as \$229.95!

You'll see sensational new **Rotomatic** Tuning—which brings you these 2 exclusive RCA Victor advances:

1. The great new Rotomatic Tuners! Now you *automatically* pin-point your program with new accuracy, new precision. Only one knob to turn. "Click!" There's your station!



2. The famous MAGIC MONITOR Circuit System!

Automatically puts on screen the finest TV picture you've ever seen. Automatically "monitors" the whole show—ties in finest "Golden Throat" sound, screens out static and interference, controls power level.



You'll see a stronger, sharper picture. And you'll see the handsomest choice of cabinets since television began!

New RCA Victor TV with **Rotomatic Tuning** as low as \$179.95. Optional at extra cost: Rotomatic Tuning for VHF and UHF stations. Or, Rotomatic Tuning for VHF stations with *manual* UHF selection on the same knob (optional at extra cost on lower priced sets).



New Rotomatic VHF-UHF Tuner does more for you—better—than any other tuning mechanism ever built!

Culmination of RCA Victor pioneering in both VHF and UHF television, this powerful new ROTOMATIC multi-channel tuner is the sensation of the TV industry—and *only* RCA Victor has it.

New UHF channels, plus your VHF channels, *all* on the same knob, all pre-tuned with the finest precision ever designed into *any* tuning mechanism, manual or automatic. Built to do *more* for you . . . has extra circuits, extra tubes, extra power! Screens out interference with heavy multiple shielding. Automatically filters . . . intensifies . . . perfects your incoming TV signal. Compare! See for yourself!

Remember, you can have the finest installation and service there is . . . with an RCA Victor Factory-Service Contract, available in all principal TV markets—and only to RCA Victor TV owners.

Only \$16.75! Makes your TV set a phonograph!

"Victrola" 45 automatic attachment plugs into phono-jack built in every RCA Victor TV set. ("Victrola" 3-speed attachment, \$49.95.)



Every

Automatic yet — at lowest prices ever!

Television

More to see

More detail—a stronger, sharper picture wherever you live! The MAGIC MONITOR *automatically* screens out static.

More stations—with television's tremendous new expansion.

...and less to do!

Less "dialing"—every station is already *tuned on target*, all automatic on one knob.

Less "adjusting"—exclusive MAGIC MONITOR *automatically* gets finest sound and picture . . . and *holds* them!



17-inch RCA Victor TV
as low as **\$179⁹⁵**
21-inch as low as **\$229⁹⁵**

Widest choice of cabinets
in television history

and all *showing* their quality of workmanship—unmistakably RCA Victor! *Nine* different cabinet finishes to choose from. Styles for period rooms, for modern rooms, and many "free styles" to fit anywhere! See them at your RCA Victor dealer's. They've just arrived!

The new RCA Victor 17-inch CRAIG, Model 17S349 shown above. In ebony finish, including Federal Excise Tax and full-year picture tube warranty, **\$179.95**

(Prices shown are suggested list, subject to change without notice. Phonograph prices slightly higher in far West and South.)

See The Goldbergs over NBC Television, Friday, 8:00 pm, EDST.
For More Comfort, Better Health, Better Living—Get RCA Room Air Conditioning.



year more people buy **RCA VICTOR** than any other television

Tmks. ®

Division of Radio Corporation of America

EVEREST'S



STREET BANNER, LIKE MOST IN KATMANDU, SINGLED OUT SHERPA TENZING FOR HONORS OF EVEREST

CONQUERORS COME BACK

**They bring thrilling stories of a great deed,
but little men besmirch their riotous welcome**

The climbers who had conquered Everest came down to a world eager to see them, honor them and hear their full story. On the pages which follow LIFE presents the firsthand stories of Sir Edmund Hillary, the New Zealand beekeeper, and Tenzing Norkey, the Sherpa tribesman. And, in color photographs, it shows them on their climb and at the peak.

They came down to such a welcome—such surging excitement and hero worship—as had never before stirred the steamy lowlands of Nepal.

The first official welcomers met the mountaineers outside of Banepa, 20 miles from Nepal's capital Katmandu. In the lead was the British embassy party, bearing beer and sandwiches; then came the Nepalese to garland the heroes with flowers and sprinkle them with *kumkum*, a vermilion powder of rejoicing. Devil dancers met them at Bhadgaon, still 15 miles out. The wife of Sir John Hunt, the expedition's leader, came out to meet him. Tenzing's wife and their two teen-age daughters flew from Darjeeling, India. Word came that an Indian newspaper had raised 12,000 rupees (\$2,520) to buy Tenzing a house. Gifts of perfume labeled "Bouquet Mount Everest" were pressed on Hillary and Hunt. At Katmandu the state coach of King Tribhuvan and the king himself awaited the climbers, and from far beyond Nepal, from Calcutta and New Delhi and London came news that honors and celebrations were waiting.

To the distress and the half-resentful bewilderment of Colonel Hunt and his British climbers, however, these first wild welcomings carried a clear implication that, in Asia, the real hero of Everest was Tenzing alone. The conquest of Everest, a product of selfless teamwork between Asian and European, was being twisted into an ugly tool of Asian nationalism, inflamed further by the normal British habit of treating the hired Tenzing like a hired man. For a time it seemed the feat might be irreparably smirched (pp. 122, 123) until Tenzing himself, a simple man who called Hillary his "lifelong friend," restored balance and good humor by agreeing to accompany the British to share the accolades of England.



GETTING READY FOR HEROES, devil dancers prance in temple square. Masked dance, originally to exorcise demons, is often used in carnival spirit.



TENZING IS MET by a Nepalese party which drapes him with flowers, shouts, "He is a Nepali."



THE HEROES RIDE INTO WELCOMING THROG IN TEMPLE SQUARE OF BHADGAON. TENZING STANDS IN LEADING JEEP, HUNT AND HILLARY SIT IN SECOND



BRITISH ARE INCLUDED when invited to share decorated platform at Banepa. Hillary, wearing sunshade cap, grins as crowd yells, "Hero Tenzing!"

COACH CARRIES TENZING FACING FRONT, THE BRITISH RIDING BACKWARD→



CONTINUED ON NEXT PAGE

RACE-CONSCIOUS ASIANS TAKE OVER TENZING . . .

The expedition was still on the mountain and virtually out of communication when up sprang a wildfire rumor that Tenzing had topped the peak before Hillary, had indeed hauled the exhausted white man to the summit on a rope. Announcement that Hillary and Hunt—but not Tenzing—would be knighted fed the rumor with the fuel of Asian resentment. Suddenly the chosen champion of every nationalist—and Communist—in India and Nepal, the Sherpa became the center of a second jealous



NEPALESE DELEGATION, LOOKING FOR TENZING, GIVE THE BRITISH CURIOUS BUT COOL RECEPTION



COLONEL HUNT SAYS TEAMWORK BEAT EVEREST

. . . BUT THEY ARE GIVEN THE LIE IN TENZING'S

LIFE's India Correspondent James Burke met Tenzing Norkey above Katmandu, before his rabid coaches had captured him. The Sherpa sat down on a grassy hill above the little Nepalese village of Hukse and in his soft-voiced English told Burke his true story—and revealed the true feelings of a devout, affable, modest man. It was night, and Tenzing held a flashlight while Burke wrote down verbatim the following broken phrases which bore the unmistakable ring of truth.

Everest place my home. My people name Everest Chomolungma. That mean mountain birds cannot fly over. I think good name, don't you? Sometimes I climb ridge above Nanpa La [a 19,000-foot pass near Tenzing's home village of Thami] for better view Chomolungma. Then I sit think what lamas at Thyangboche [the main Tibetan Buddhist monastery in the area] say. They say Buddha god live there on top and they make worship to mountain. I have feeling for climbing to top and making worship more close to Buddha god. Not same feeling like English Sahibs who say want "conquer" mountain. I feel more making pilgrimage.

How did he get started?

One night 1933 I and friends run off from Thami, go Darjeeling be climbers. We very

frightened that time. We hear many noises. Maybe snowman [the famed "abominable snowman" of the Himalayas, described in *LIFE*, Dec. 31, 1951] because next day we find some his tracks. You know I never see snow-



TENZING'S FAMILY IN NEPAL

man but other Sherpa have. He never kill man but just bite if anyone trouble him.

Twenty year nearly I go expeditions everywhere Himalaya. I go Tirich Mir in northwest

and Nanga Parbat. This side I been Bandar Punch, Satopanth, Kedarnath, Nanda Devi. Many mountains big little I climb. Very little time home with family. Maybe six month one year. Last year only four month. I no like that. But I learn no other work only climbing. In my family I alone work. I have wife and two daughters [see cut]. They good. But we poor. No house no land very small money I have. Family starve if I no climb. But I like with expeditions. All expedition leaders give me plenty chance. They say go climb top. I try hard. Some people say "Tenzing got third lung because herded yaks 17,000 feet when boy." That no can be. But doctor once tell me living high place make lung grow bigger. Better able climb high.

Was Everest the hardest climb?

Everest no hardest climb. Everest no easy but Nanda Devi with French expedition 1951 most dangerous for me. On icefall ice very raw. Steep drop both sides. I climb slowly one inch one time. No place hold. Very small put foot. Ice very slippery.

On Swiss expedition [to Everest] last year we get 27,550 feet. So cold give boxing blows keep warm. When spit it become ice, fall like stone. Breathing become snow and stick to hair on face. One small tent no sleeping bag. Next

quarrel as Nepalese and Indians bickered over his citizenship. Out from Katmandu forged a party of Nepalese youths to meet the returning climbers. Intercepting some Indian reporters, they forced them to attest that Tenzing was Nepalese. Accosting Jim Burke, *LIFE*'s correspondent, they tried to get him to say the British were misusing the Sherpa. Finding Tenzing they quickly made him a captive and bewildered hero.

Baffled by the uproar, Hunt tried to explain the roles of both Tenzing

and Hillary as part of the whole expedition and fed further fuel to the flames by tactless reference to Tenzing's lack of technical climbing experience. Then in Katmandu, where Nepal's king conferred decorations on Hunt and Hillary but a higher one on the Sherpa, Burke came on Tenzing surrounded by advisers who had maneuvered him into an anti-British, all-Asia press conference and uncharacteristically resentful remarks, which did not sound at all like the Tenzing revealed in his own words below.



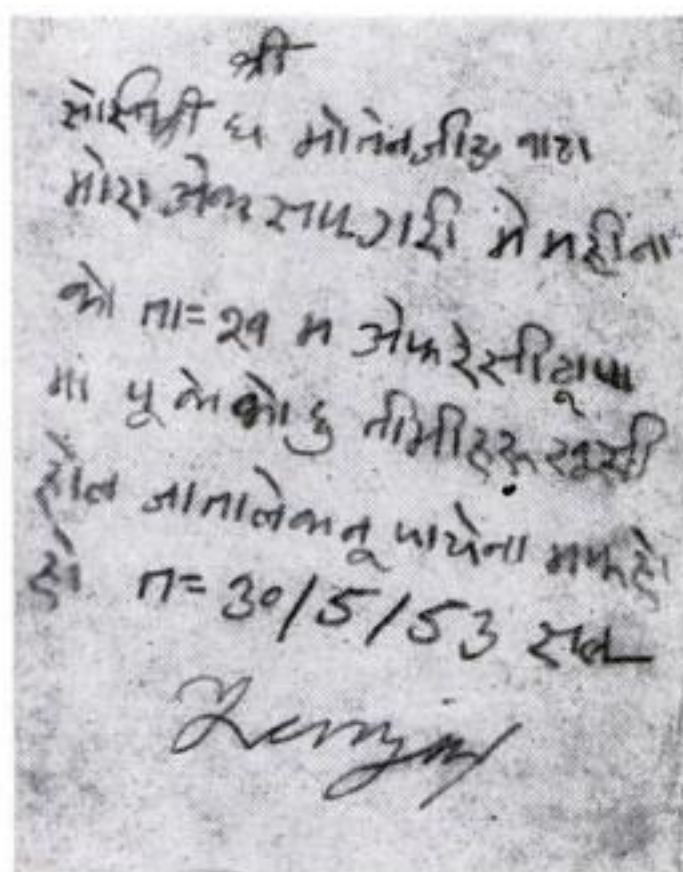
TENZING, FLANKED BY "ADVISERS," SAYS THAT HE IS THE MOST EXPERIENCED OF EVEREST CLIMBERS



LATER, BACK IN HARMONY, PARTY MEETS NEHRU

OWN WORDS TO 'LIFE'

morning oxygen no work because freezing. I try pump but after cannot pumping, throw away and leave there. We go climbing without oxygen to 28,215 feet. This highest point. Can no go much higher. No food no drink for 24



TENZING'S NOTE OF TRIUMPH

After second Swiss expedition 1952 I get sick. First I think no go again. Then think must try again. Must get top Chomolungma. Then I begin feel stronger. When I get on mountain [on the British expedition] maybe halfway up I no more feel hungry thirsty. Also forget family and no think afraid. Only think must get top. Up 27,900 feet where Hillary and I stop for night no sleep much. Maybe one two hours then wake up. Throat feel choking. But keep thinking must get top.

How did he feel on the summit?

On top I no think anything at first. Then I look at Hillary. He hold out hand for shake. I shake then throw arms around him and we hit other on back. Very happy. I look every side. Good day, no much wind. All hills below look like Buddha gods. I can see very far. North in Tibet I see Rongbuk Gampa [monastery] and North Col where old expedition come. That way look very hard. In west I see Thyangboche and I think lamas praying there. I put little offering in snow. I feel very good. I have make worship close to Buddha god like think when I am boy on ridge above Nampa La.

Hillary ask me hold up flags on ax handle. I hold up British, Nepal and U.N. flags for picture, also Indian. Friend in Darjeeling give

me Indian flag, I ask Colonel Hunt if all right take it to top and he say "good." [A picture in color of Tenzing holding the flags appears on p. 127, but until Tenzing made this report, it was not known that he had displayed the Indian flag, and it is not mentioned in the caption.]

Next day back at camp I get Sherpa write letter my family [Tenzing can neither read nor write, except for his own name]. It say, "This letter is from Tenzing. Myself along with one Sahib reached summit Everest on 29th May. Hope you will feel happy. Cannot write more. May I be excused." I sign [see cut].

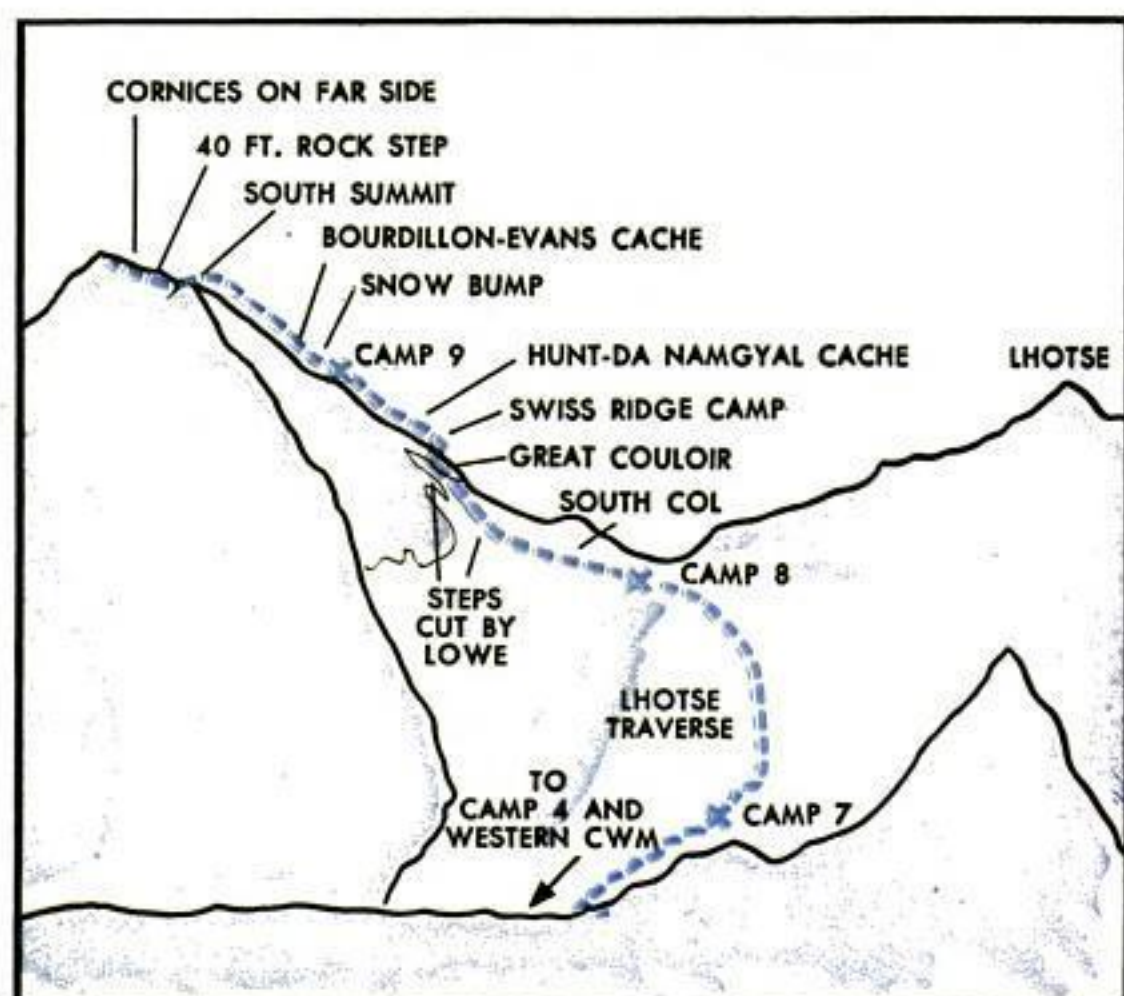
Did he get to the top first?

Who reach top first? That make much trouble. If I say Hillary first, Indian, Nepali people unhappy. If I say I first European people unhappy. If you agree, I like say both got top together almost same time. If you everybody write that way, no trouble.

Same trouble myself. Some people say I Nepali some say Indian. My sisters my mother living here. But now I live India with wife daughters. For me Indian Nepali same. I am Nepali but I think I also Indian.

We should all be same—Hillary, myself, Indian, Nepali, everybody.

hour. If have one cup tea think can climb top. We fail but everyone so happy we climb highest point. But no flower that high so Sahibs make sausage garland give us. We dance happy.



ROUTE TO SUMMIT followed by Hillary and Tenzing is shown in sketch, which locates points mentioned in this article.

HILLARY'S FIRSTHAND ACCOUNT



MOVING DOWN AFTER TRIUMPH, HILLARY AND TENZING ARE STILL UNITED AND DELIGHTED

The great mountaineer from New Zealand tells how he and Sherpa Tenzing Norkey battled their way across the slanting snowfields, up rocky cliffs and around the icy cornices to the summit of Mt. Everest

by **SIR EDMUND P. HILLARY**

For the final assault on Mount Everest, launched from an advanced base 21,000 feet up the mountain, Colonel John Hunt, the leader of the British expedition, selected two teams of two men each. The teams left within hours of each other, Charles Evans and Tom Bourdillon going first, but it was not a race. Edmund Hillary, the New Zealander beekeeper, and Tenzing Norkey, the veteran Sherpa guide, pressed on after Evans and Bourdillon had been turned back 300 feet short of the top. Here is Sir Edmund Hillary's own account, written for the London Times and LIFE, of his and Tenzing's successful climb to Everest's summit:

THE assault party composed of Tenzing and myself arrived at Camp Seven, 24,000 feet high on the Lhotse face, after a three and one quarter hour trip up from Camp Four advanced base, 2,800 feet below. We found our support party, George Lowe and Alfred Gregory, already in residence together with the three Sherpa porters, Ang Nima, Ang Tembar and Pamber, who we were hoping would carry a camp for us high on the southeast ridge. We also had five other Sherpas who were to carry loads as far as South Col [see climber's glossary, p. 131], and then return to a lower camp.

After a restful night's sleep—the four of us used sleeping oxygen—we set off next morning in good heart for South Col. At 9:30, when we were nearly at the top of Lhotse glacier, we caught our first glimpse of tiny figures on the southeast ridge. It was Evans and Bourdillon,

making their first assault on the mountain, and Col. Hunt, the leader of the expedition, and Da Namgyal, a Sherpa porter, carrying food and oxygen up the ridge for our future use. We were able to watch their progress almost continuously as we crossed the great traverse under Lhotse and moved up onto South Col.

At one p.m. we were greatly excited to see Evans and Bourdillon disappear over the south summit before they were blotted out by drifting clouds. By now Hunt and Da Namgyal were slowly descending to South Col camp and as they seemed in some distress we went up to meet and assist them. They were in an exhausted condition. Hunt, who had never spared himself throughout the trip, had made a magnificent effort and carried the loads some 150 feet above the old Swiss ridge camp to a height of approximately 27,350 feet. The two had then descended without oxygen in order to conserve supplies for the assault. At 3 p.m. Evans and Bourdillon appeared out of the mist on the southeast ridge and moved very slowly down the steep couloir leading to South Col. They were obviously very tired after their tremendous effort and we went up to meet them with hot drinks and escorted them back to camp. They confirmed they had successfully reached the south summit—28,720 feet—and so had been far higher than men had ever been before. They reported that the ridge along to the top looked like a very formidable proposition.

South Col can rarely be a cheerful spot but the night of May 26



MOVING UP, Tenzing (*left*) and Hillary test oxygen at 22,000 feet. Heavily laden, they are ready to tote last supplies up to assault camp, where both will

need heavier clothing. Hillary is hooded as protection against sun and Tenzing hopefully carries flags furred on ice ax. In back is a Sherpa carrier, Ang Nima.

CONTINUED ON NEXT PAGE



WEIRD LIGHT IN THIN AIR 21,000 FEET UP ILLUMINATES THE HIGH HIMALAYAN SCENE. THE STEEP FLANK OF EVEREST ITSELF SOARS OUT OF THE PICTURE AT LEFT.



LOFTY CRAG gives Hillary (*left*) and Tenzing a chance to put aside packs for rest. With rations,

sleeping bags and oxygen they carried loads of 60 pounds up to the final assault camp at 27,800 feet.



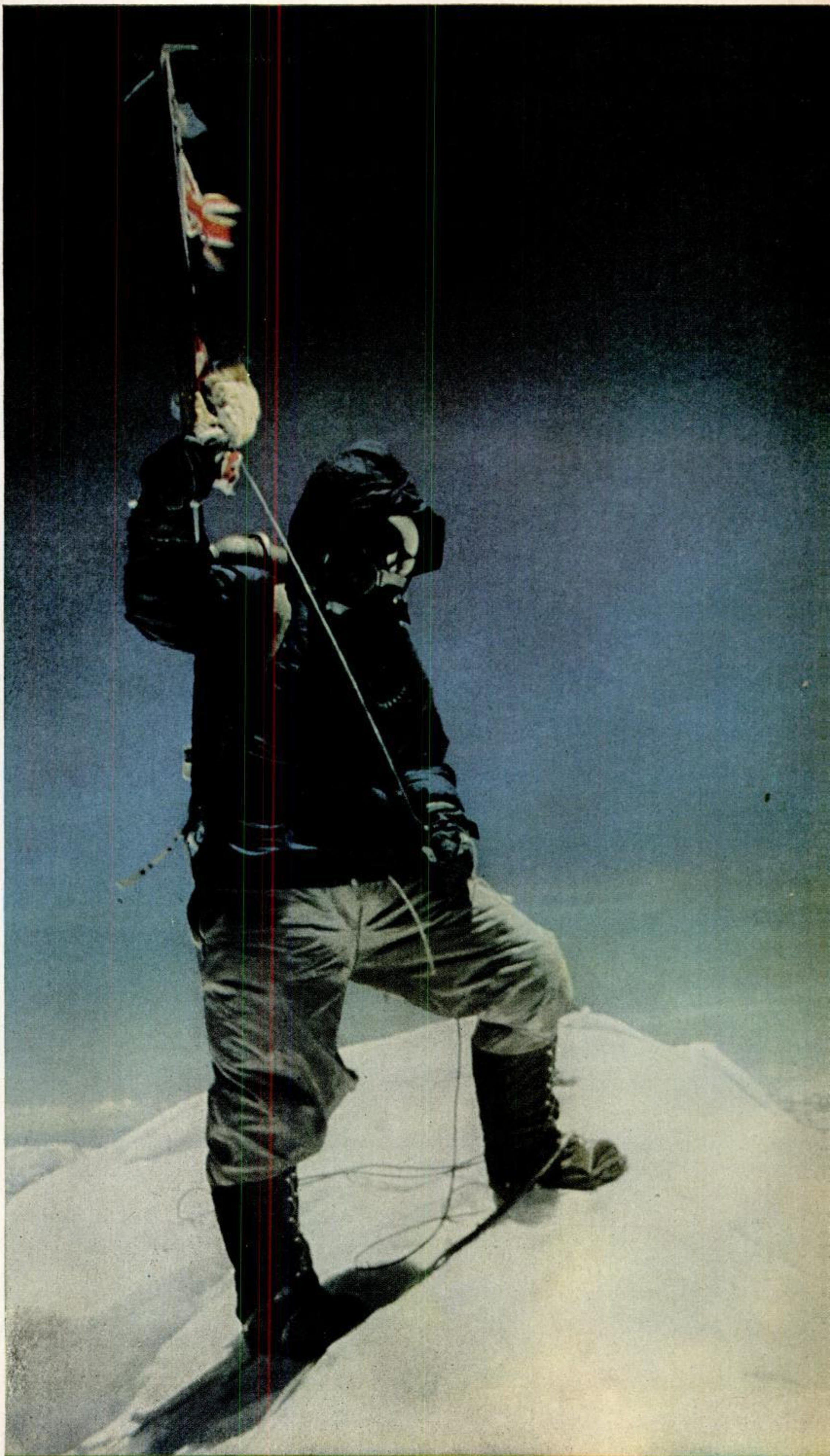
CLIMBING AGAIN, bent for burdens and balance, they labor up steep pitch. Though they took



STRAIGHT AHEAD RISES SATELLITE PEAK, LHOTSE



turns breaking trail, Hillary leads here with Tenzing taking responsibility as anchor man on safety rope.



ON TOP OF THE WORLD Tenzing braces self against wind which sends flags of U.N., Great Britain

and Nepal fluttering wildly on ice ax handle. Rope over his left foot runs to Hillary, who took picture.

CONTINUED ON NEXT PAGE



FROM EVEREST'S PEAK its lonely neighbors spire above a tumbled cloud layer floating at 20,000 feet. Hillary took this picture east from the summit. At

the right (*foreground*) is Makalu's 27,790-foot peak with the jagged crest of Chomo Lonzo, its 25,640-foot junior partner, rising from the same underlying



massif in the left center foreground. Far beyond them (*left background*) some 80 miles away, rise the many ice-sheathed peaks of the Kanchenjunga massif,

called the "showpiece of the Himalayas." Kanchenjunga's tallest peak (28,140) is rated by mountaineers to be technically more difficult than Everest itself.



THE CAPTAIN ALMOST PULLS A FAST ONE . . . A Captain Jolly Adventure

<p>WHAT'S THE CAPTAIN RAIDING THIS OLD TUB FOR? THEY HAVEN'T GOT ONE GOLD PIECE AMONG THE LOT OF EM!</p>	<p>THE C-CAPTAIN HEARD THEY HAVE A HOLD-FUL OF THE NEW, IMPROVED CORN-FETTI! THAT'S WHAT HE'S RAIDING FOR!</p>	<p>GET BELOW, YOU SEA SCUM! BRING UP THOSE CORN FLAKES WITH THE MAGIC SUGAR COAT!</p>	<p>PLEASE, CAPTAIN JOLLY, SIR! SPARE ME JUST A FEW BOXES. MY CREW WON'T WORK IF THEY DON'T GET CORN-FETTI!</p>	<p>CAN'T BLAME 'EM! CORN-FETTI'S GOT MAGIC SWEETNESS YOU CAN'T GET FROM A SUGAR BOWL! MAKES ME HUNGRY TO THINK OF IT! GET OFF YOUR KNEES AND BRING ME SOME!</p>
<p>QUIT SHAKING LIKE A JELLY FISH! SIT DOWN AND HAVE A BOWLFUL OF MY CRUNCHY FREE-FLOWING TREASURE!</p>	<p>I'M NOT AS MEAN AS FOLKS PAINT ME! TREAT YOUR LADS TO CORN-FETTI! NEVER GOES STICKY, ALWAYS EATS CRISP, EVEN WHEN DROWNED IN MILK!</p>	<p>Post's Corn-fetti NEW KIND OF CORN FLAKES WITH THE MAGIC SUGAR COAT Now guaranteed not to get sticky, even in opened package, or triple your money back! <small>Copr. General Foods Corporation Product of General Foods</small></p>		



WORLD'S GREAT PEAKS here are scaled against Everest's 29,002 feet. The year in which it was first climbed is shown on each. All the unclimbed peaks

shown are in Himalayan range, including world's second highest, 28,250-foot Mount Godwin-Austen (also called K-2), which a U.S. team is now trying.

HILLARY'S STORY

TEXT CONTINUED FROM PAGE 124

was a particularly difficult one for the whole party. An extremely strong wind was blowing and it was very cold indeed. Few of us had much sleep. In the morning the wind was still blowing fiercely, and it was obvious that it would be impossible to venture on to the south-east ridge. Even movement between our tents, dressed in all our warm clothing, was a rigorous experience. During the morning the wind eased a little, although it was still very strong. Hunt, Evans and Bourdillon were all very weak after their previous day's efforts but prepared to descend to Camp Seven. Ang Tembar had become sick and was obviously incapable of carrying up any further so we decided to send him down too. Lowe and I assisted a very weary foursome to climb the slopes above the camp and then watched them start off on their slow and exhausting trip down to Camp Seven.

All day the wind blew furiously and it was in somewhat desperate spirit that we organized the loads for the establishment of the ridge camp on the following day. The violent wind gave us another uncomfortable night, but just before morning it eased considerably and a start became possible. However, another blow had fallen. Pamber had been violently ill all night and did not feel capable of going on. Only one Sherpa porter, Ang Nima, was left to carry for us out of our original band of three. Our only alternatives were to carry the camp ourselves or abandon the attempt and this last was unthinkable. We repacked the loads, eliminating anything not vitally necessary and having no choice but to cut down our supplies of oxygen. At 8:45 Lowe, Gregory and Ang Nima departed, all carrying over 40 pounds each and breathing oxygen at four liters per minute.

Tenzing and I loaded all our personal clothing, sleeping bags and air mattresses and some food onto our oxygen frames and left at 10 a.m., carrying 50 pounds apiece. We followed slowly up the long slopes to the foot of the Great Couloir and then climbed the veritable staircase hewn by Lowe in the firm, steep snow. We reached the ridge at midday and joined the other party who were resting near the tattered ruins of the Swiss tent of the previous spring. It was a wonderful spot with remarkable views in every direction and we indulged in an orgy of photography. Then we heaved on our loads again and moved 150 feet up the ridge to the dump made by Hunt two days previously.

We were now at 27,350 feet but considered this was still far too low for an effective summit camp. We were all going extremely well so decided to add this extra gear to our already large loads. Gregory took some more oxygen and Lowe some food and fuel and I tied on the tent. Apart from Ang Nima, who was carrying just over 40 pounds, we all had loads of from 50 to 60 pounds. We continued on up the ridge at a somewhat reduced rate. The ridge here was quite steep, but the upward sloping strata of the rocks gave us good footholds. A little step-cutting was necessary in places, but generally the going was easy although loose snow over the steep rocks demanded care. By 2 p.m. we were starting to tire under our heavy burdens and commenced looking for a campsite. The ridge appeared to have no relief at all and continued upwards in one unbroken sweep. We plugged slowly on looking for a ledge without success and were getting a little desperate until Tenzing, remembering the ground from the previous year, suggested a traverse over steep slopes to the left which finally landed us on a relatively flat spot beneath a rocky bluff.

It was 2:30 and we decided to camp here. We estimated the height as 27,900. Our three "porters," Lowe, Gregory and Ang Nima, dropped their loads on the site with relief. They were tired but well satisfied with the height gained and to them must go a great deal of the credit for the successful climb of the following day. Wasting no time, they hurried off back to South Col. Tenzing and I removed our



CLIMBING GEAR is shown by Sherpa. He wears crampons, stands beside ice ax, oxygen equipment.

HERE IS A LAYMAN'S HANDBOOK OF SPECIAL LANGUAGE OF EVEREST

BELAY To secure a rope by taking turns with it around a fixed object, such as a rock or an ice-ax handle plunged in the snow.

CORNICE A mass of drifted snow clinging to and overhanging the crest of a ridge.

COULOIR A wide, steep gully on a mountainside, often snow-filled.

CRAMPON Climbing irons, sharp spikes affixed to frames strapped to the climber's boots. As a verb, the word means to use crampons, as a climbing technique.

LHOTSE FACE The slope, or side, of Lhotse, a peak adjoining Everest.

OXYGEN The term as used by the climbers refers to oxygen carried in tanks. The supply of this gas, essential to life, decreases with the thinning air of high altitude, so that oxygen volume at 18,000 feet is only about half that at sea level. The climbers wore frames on their backs which held 11-pound cylinders containing the compressed gas. Vaporized through a mask, the oxygen in each of the bottles provided 800 liters (28.25 cubic feet) of breathable gas. In the equipment used by Hillary and Tenzing two bottles provided for about seven hours. While resting or sleeping, less oxygen is required, but the climbers took some at a reduced rate to counteract cold and ease the labor of their lungs.

PRIMUS STOVE A small, portable, collapsible kerosene-burning stove.

SHERPA A tribe, originally Tibetan, now settled in the heights of Nepal. The word means "inhabitant of the East."

SOUTH COL The saddle, or pass, between the peaks of Everest and Lhotse.

SOUTH SUMMIT A hump or eminence on the southeast ridge of Everest, rising within about 300 feet of the true peak.

TRAVERSE To ascend a slope too steep for frontal attack by passing back and forth across it, moving diagonally upward.

WESTERN CWM The deep hollow, or bowl, which forms Everest's western flank. A Welsh word, it is pronounced "Koom."

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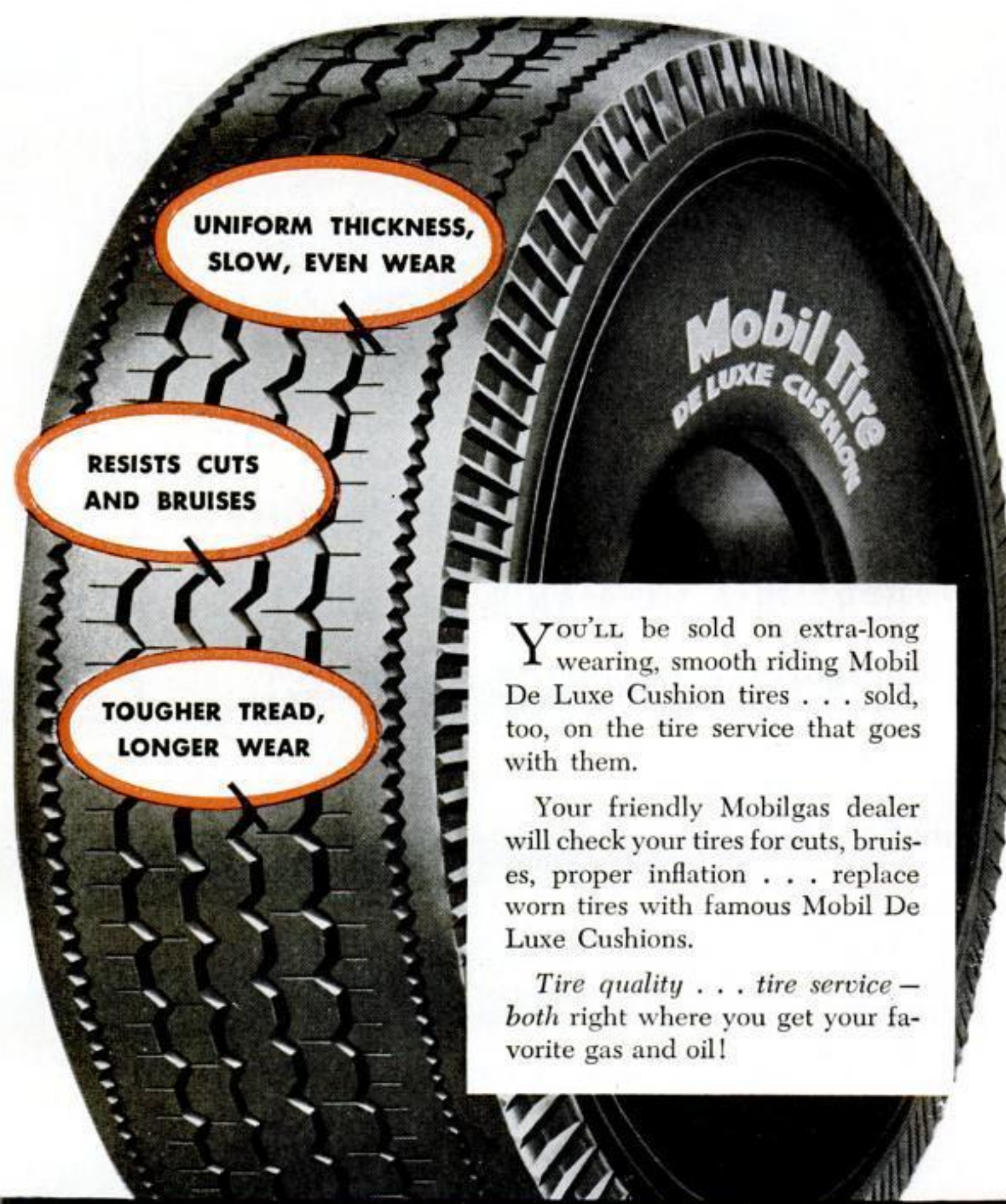
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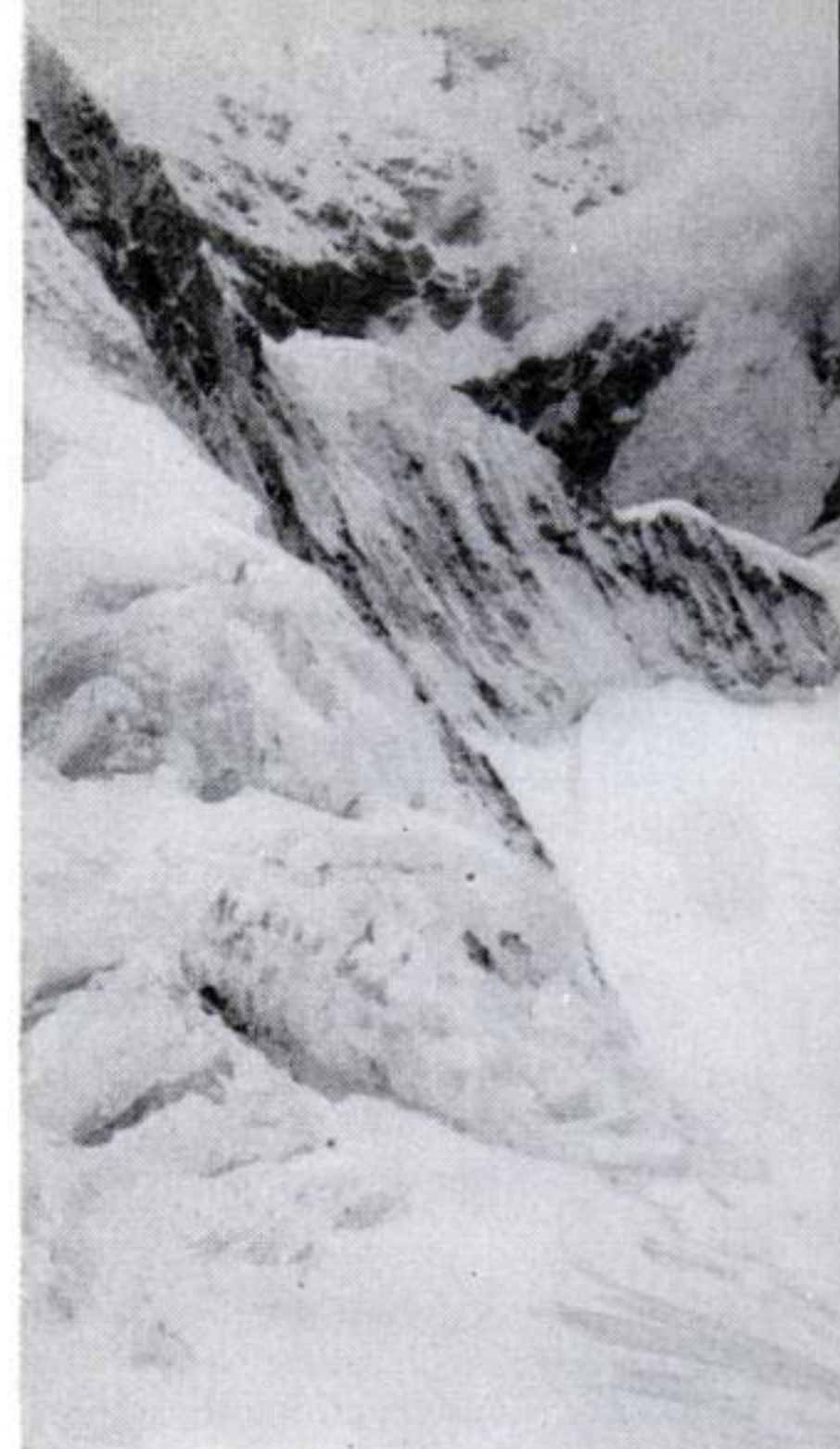
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THE FIRST TEAM to make attack on Everest, Charles Evans and Tom Bourdillon pause in their climb to look back down the snow-filled South Col toward the enormous bowl known as Western Cwm.



HILLARY'S STORY CONTINUED

oxygen in order to conserve our supplies and set to work with our ice axes to clear a tiny platform. We scratched off all the snow to reveal a rocky slope at an angle of about 30°. The rocks were well frozen in, but by the end of a couple of hours of solid work we had managed to pry loose enough stones to level out two strips of ground, each a yard wide and six feet long but almost a foot different in levels. This was the best platform we could make. We pitched our tent on this double level and tied it down as best we could.

Then, while Tenzing started to heat up some soup, I made a tally of our limited oxygen supplies. They were much less than we had hoped. For the assault we had only one and two-thirds bottles each. It was obvious that if we were to have sufficient endurance we would be unable to use the four liters per minute we had originally planned, but I estimated that if we reduced our supply to three liters per minute we might still have a chance. I prepared the sets and made the necessary adjustments. One thing in our favor was that Evans and Bourdillon had left two bottles, each one-third full of oxygen, some hundreds of feet above our camp. We were relying on this oxygen to get us back to South Col.

In the evening the wind dropped almost completely except for an exceptionally strong gust every 10 minutes. We drank vast quantities of liquid and ate a satisfying meal out of our store of delicacies—sardines on biscuits, tinned apricots, dates, biscuits and jam and honey. Despite our great height our breathing was almost normal until a sudden exertion would cause us to pant a little.

Tenzing laid his air mattress on the lower shelf, half overhanging the steep slope below, and calmly settled down to sleep. I made myself as comfortable as possible, half sitting and half reclining on the upper shelf with my feet braced on the lower shelf. This position, while not particularly comfortable, had one decided advantage. When I received warning sounds of a gust of wind approaching, I could brace my feet and shoulders and assist our meager anchors to hold the tent steady while it temporarily shook and flapped in a most alarming manner.

We had sufficient spare oxygen for only four hours' sleeping on one liter per minute. We used this in two periods of two hours, from 9 to 11 p.m. and from one to 3 a.m. While wearing oxygen we dozed and were reasonably comfortable, but as soon as the supply ran out we started feeling cold and miserable. During the night the thermometer read 16° below zero, but fortunately the wind had dropped almost entirely.

At 4 a.m. the weather looked perfect and when I opened the tent door the view was indescribably beautiful, with all the icy peaks far below us glowing clearly in the early morning light as they towered above their still dark and sleeping valleys. Tenzing gleefully pointed out the monastery of Thyangboche, faintly visible on its dominant spur 16,000 feet below us. We started up our cooker and in a determined effort to prevent the weaknesses arising from dehydration, we drank large quantities of lemon juice



and sugar and followed this with our last tin of sardines on biscuits.

I dragged our oxygen sets into the tent, cleaned the ice off them and then completely rechecked and tested them. Over our eider-down clothing we donned our windproofs and on our hands we pulled three pairs of gloves—silk, woolen and windproof. Finally at 6:30 a.m. we crawled out of our tent into the snow, hoisted our 30 pounds of oxygen gear onto our backs, connected up our masks and turned on the valves to bring life-giving oxygen into our lungs. A few good deep breaths and we were ready to go.

Tenzing moved off and kicked a deep line of steps away from the rock bluff which protected our tent into the steep powder snow slope to the left of the main ridge. The ridge was now all bathed in sunlight and we could see our first objective—the south summit—far above us. Tenzing, moving purposefully, kicked steps in a long traverse back towards the ridge. We reached its crest just where it forms a great distinctive snow bump at about 28,000 feet.

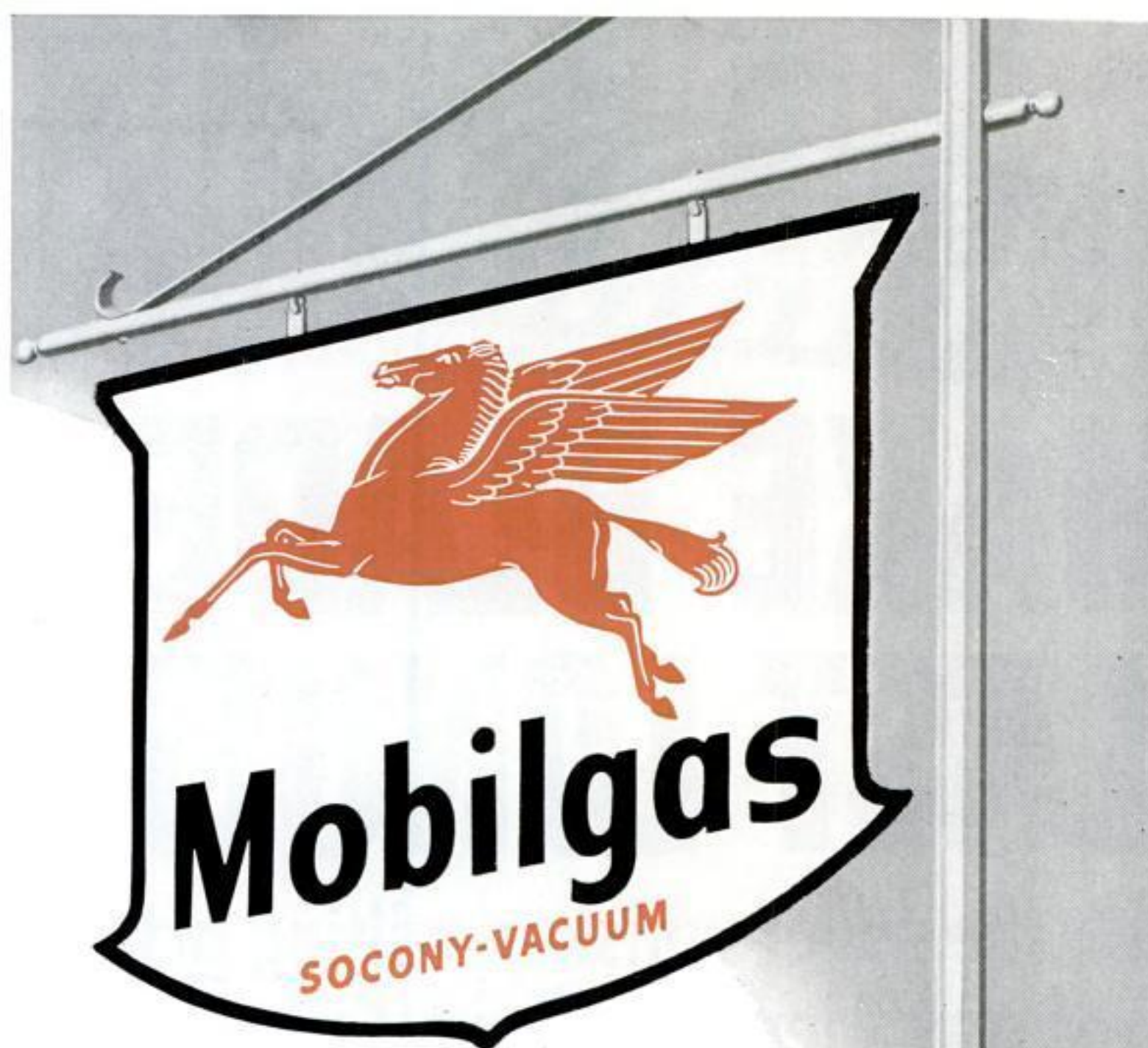
From here the ridge narrowed to a knife edge and I took over the lead. We were moving slowly but steadily with plenty in reserve. Soft, unstable snow on the crest of the ridge made a route on it both uncomfortable and dangerous so I moved a little down on the steep left side where the wind had produced a thin crust. This sometimes held our weight but more often than not gave way with a sudden knock which had disturbing effects on our balance and morale. After several hundred feet of this the ridge suddenly eased and in a tiny hollow we came upon the two oxygen bottles left on the earlier attempt by Evans and Bourdillon. I scraped the ice off the gauges and was greatly relieved to find that they still contained several liters of oxygen—sufficient to get us down to the South Col if used sparingly.

An almost insuperable barrier

I CONTINUED on up the ridge which soon steepened and broadened out into the very formidable snow face which formed the last 400 feet of the south summit. Snow conditions on this face were, we felt, distinctly dangerous, but as no alternative route seemed available we persisted in our strenuous and uncomfortable efforts to beat a trail up it. It was with some relief that we finally reached some firmer snow higher up and then chipped steps up the last steep slopes and cramponed onto the south summit. It was now 9 a.m.

We looked with some interest at the virgin ridge ahead of us. Both Bourdillon and Evans had been depressingly definite about its problems and difficulties and we realized it could form an almost insuperable barrier. At first glance it was certainly impressive and even rather frightening. On the right great contorted cornices, overhanging masses of ice and snow, thrust out like twisted fingers over the 12,000-foot drop of the Kangshung face. Any move into these cornices could only bring disaster. From the cornices the ridge dropped steeply to the left until the snow merged with the great rock face sweeping up from the Western Cwm. Only one encouraging feature was apparent. The steep snow slope between the cornices and the rock precipices seemed to be composed of firm

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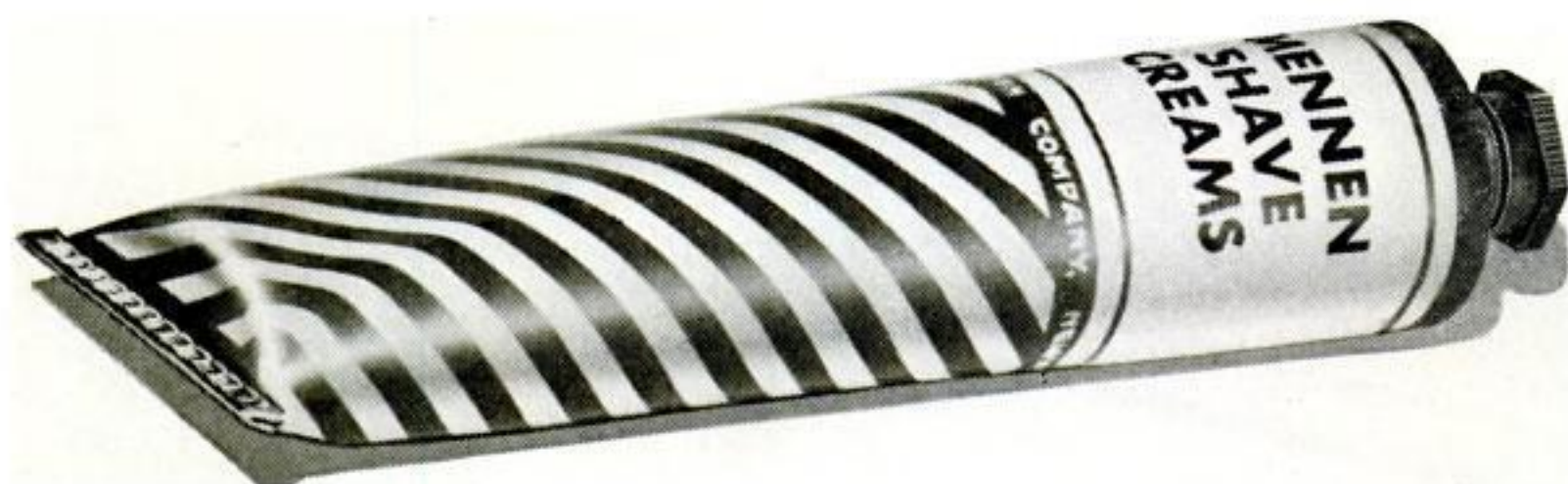


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HILLARY'S STORY CONTINUED

hard snow. If we could cut a trail of steps along this slope we could make some progress at least.

Our first partly full bottles of oxygen were now exhausted so we disconnected them and threw them aside. We turned on our remaining full bottles—800 liters of oxygen which should give us four and a half hours' going at three liters per minute. Our apparatus was now much lighter, weighing only about 19 pounds, and as I cut steps down off the summit I felt a distinct sense of freedom and well being. As my ice ax bit into the first steep slope my highest hopes were realized. The snow was crystalline and firm. Two or three rhythmical blows of the ice ax produced a step large enough even for our oversized high altitude boots. And best of all, a firm thrust of the ice ax would sink it half-way up the shaft, giving a solid and comfortable belay [see glossary].

We moved one at a time. I would cut a 40-foot line of steps, with Tenzing belaying me as I worked. Then in turn I would sink my ax, put a few loops of the rope around it and Tenzing—protected against a breaking step—would move up to me. Several of the cornices were particularly large and in order to escape them I cut a line of steps down to where the snow met the rocks.

Half scrambling on the rocks and cutting handholds in the snow, we managed to shuffle past these difficult positions.

On one of these occasions I noted that Tenzing seemed to be breathing with difficulty and stopped to examine his oxygen set. I found that his exhaust tube, some two inches in diameter, was blocked with ice. I was able to clear it out and give him much needed relief. On checking my own set I found the same thing was occurring and from then on kept a much closer eye on this problem.

The weather for Everest was practically perfect. This did not mean that it would be an ideal day for the beach, but equipped as we were in all our eider-down clothing and windproofs we suffered no discomfort from cold or wind. However, on the one occasion on which I removed my snow glasses in order to examine more closely a tricky section, I was very soon blinded by fine snow drawn by the cool wind. I hastily replaced my glasses.

After an hour's steady step-cutting we reached the foot of the most formidable-looking problem on the ridge, a 40-foot vertical rock step. We had seen this step through the binoculars from far away Thyangboche and realized that at this altitude it might well spell the difference between success and failure. The rock itself, smooth and almost holdless, might have been an interesting Sunday afternoon problem to a group of expert rock climbers in England's Lake District, but here it was a barrier far beyond our feeble strength to overcome.

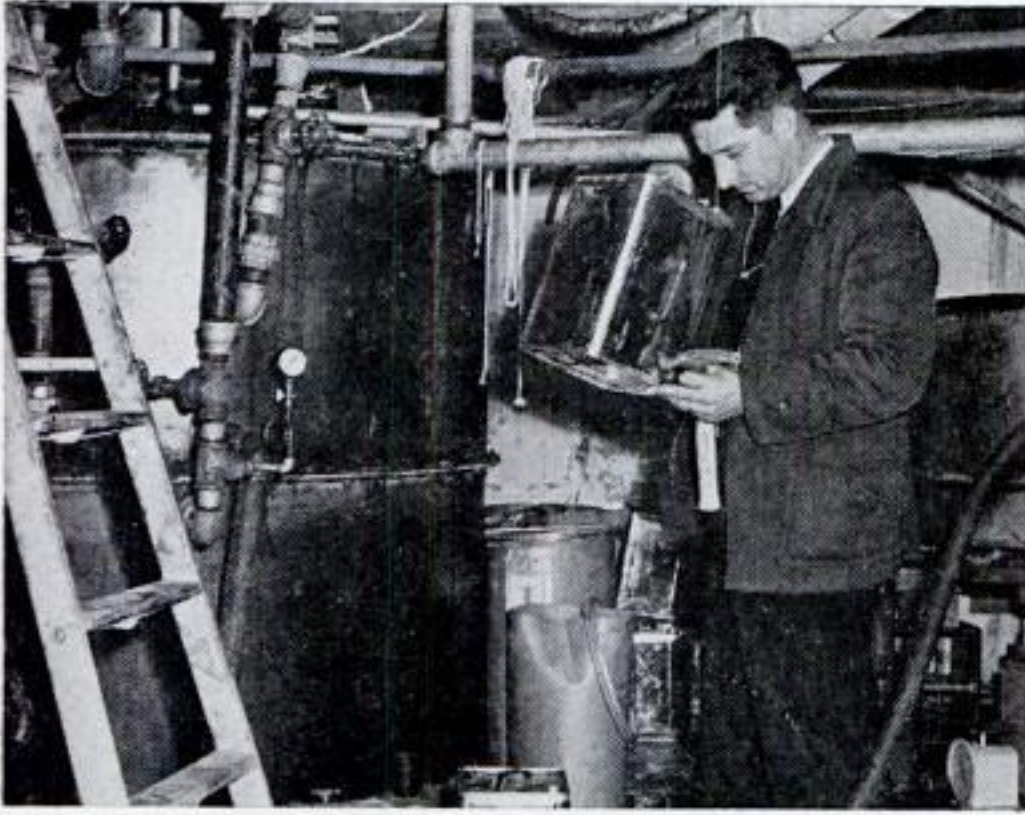
But once again a possibility of tackling it remained. On its east side was another great cornice and running up the full 40 feet of the step was a narrow crack between the cornice and the rock. Leaving Tenzing to belay me as best he could, I moved into this crack. Then, kicking backwards with my crampons, I gained a purchase on the frozen snow behind me and levered myself off the ground. Taking advantage of every little rock hold and of all the friction of knee, shoulders and arms I could muster, I literally cramponed backwards up the crack, with the fervent prayer that the cornice would remain attached to the rock. My progress was slow but steady and as Tenzing paid out the rope I inched my way upwards until I could finally reach over the top of the rock and drag myself out of the crack onto a wide ledge. For a few moments I lay still, regaining my breath. For the first time I really felt the fierce determination that nothing now could stop our reaching the top.

When I had recovered I took a firm stance and commenced towing in the rope as Tenzing in his turn wiggled his way up the crack. He collapsed exhausted at the top like a giant fish that had just been hauled from the sea after a terrible struggle. I checked our remaining oxygen and roughly calculated our flow rates. Everything was going well. Tenzing had been moving rather slowly but was still climbing safely and well. His only comment when I enquired about his condition was to smile and wave along the ridge. The ridge continued as before—giant cornices on the right, steep slopes on the left. I went on cutting steps. We had no idea where the top was. The ridge curved away to the right and as I cut around the back of one hump another higher one would swing

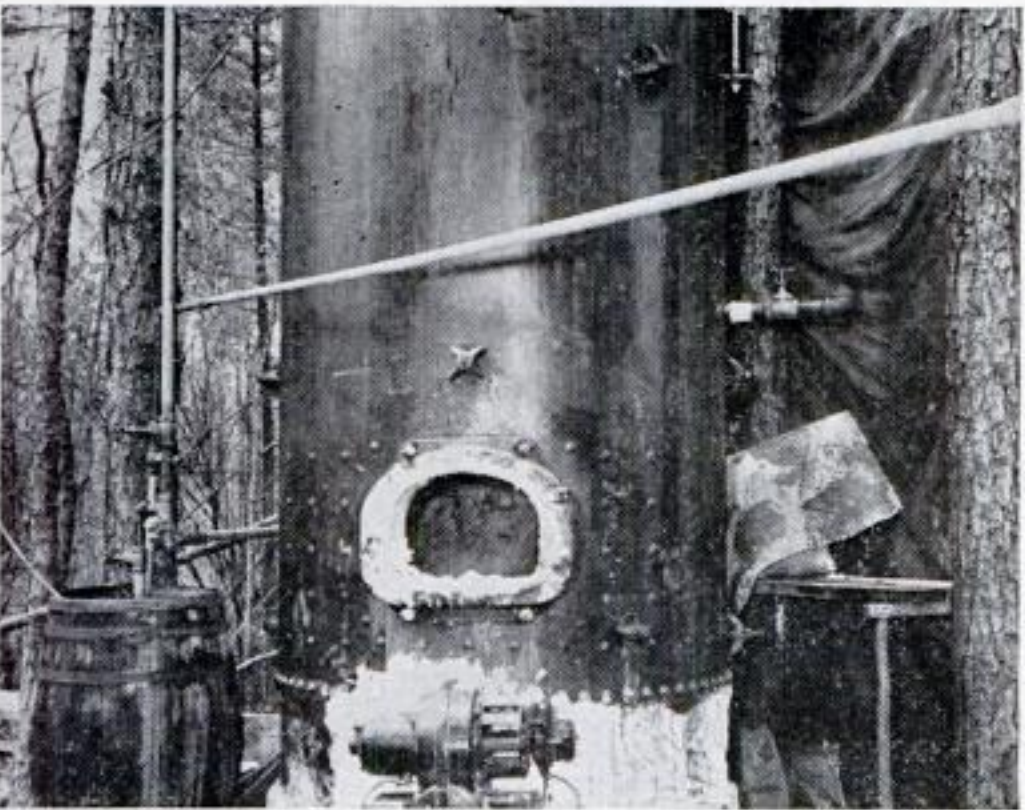


TIGER MEDAL is given only to Sherpas who climb above the 25,850-foot level. Tenzing is one of the half-dozen medal-holders.

CONTINUED ON PAGE 135



TAX LOSS: \$12,000 A DAY. This illegal still was seized in April, 1953 in an apartment building in Oceanport, N. J. Law enforcement officials estimated it was "easily capable of costing the government \$12,000 a day in alcohol taxes." Above, Police Chief Robert Berry checks 5-gal. cans found near the big mash "cooker" in the cellar.



TAX LOSS: \$28,350 DAILY. An oil-fired boiler supplied heat to the cooking unit of a 1500 gallons-a-day still, seized in April, 1953 at Vineland, N. J. Police estimated the Federal tax loss at \$28,350 for every day of full operation.



TAX LOSS: \$47,250 A DAY. When Federal and city authorities raided this illegal still in Brooklyn, N. Y., in March, 1953, they captured equipment valued at an estimated \$100,000, 10,000 lbs. of sugar and 700 five-gallon cans ready for filling. They calculated that the equipment could make 4,500 gallons of "bootleg" every day, representing a daily tax loss of \$47,250 to the Federal government alone. Nine out of ten stills seized are filthy and vermin-ridden.

A \$6 Tax Will Reduce Bootlegging

... and give you legal beverages at fair prices

The pictures above show one of the main reasons why the legal distilling industry is asking that the Federal excise tax on distilled spirits be adjusted from today's \$10.50 per gallon to the 1942 rate of \$6.

Bootlegging today is big business . . . an organized outlaw empire built on the difference between \$6 and \$10.50. It is a vicious business. It breeds graft, corruption, defiance of law and order. Sickness, blindness, sometimes death itself, come from the bootleg bottle.

Bootlegging feeds on high liquor taxes. In 1944,

when the rate jumped from \$6 to \$9 a gallon, it was the signal for big-city criminals to move in. And since November 1951, with the added advantage of a \$10.50 Federal tax, this particular kind of crime has been more profitable than ever.

These last two increases were supposedly "temporary." They have long outlived their usefulness, defeated their revenue purpose and—what's worse—brought a decaying racket back to life.

Today the bootlegger really fears only one weapon . . . the return of a fair tax that would bring prices of the legal product down to average-income levels.

A \$6 tax will take most of the "gravy" out of illegal distilling . . . will make mass-production installations like those pictured above too expensive a risk.

A \$6 tax will recover some of the tax millions now being stolen from Federal, state and local governments.

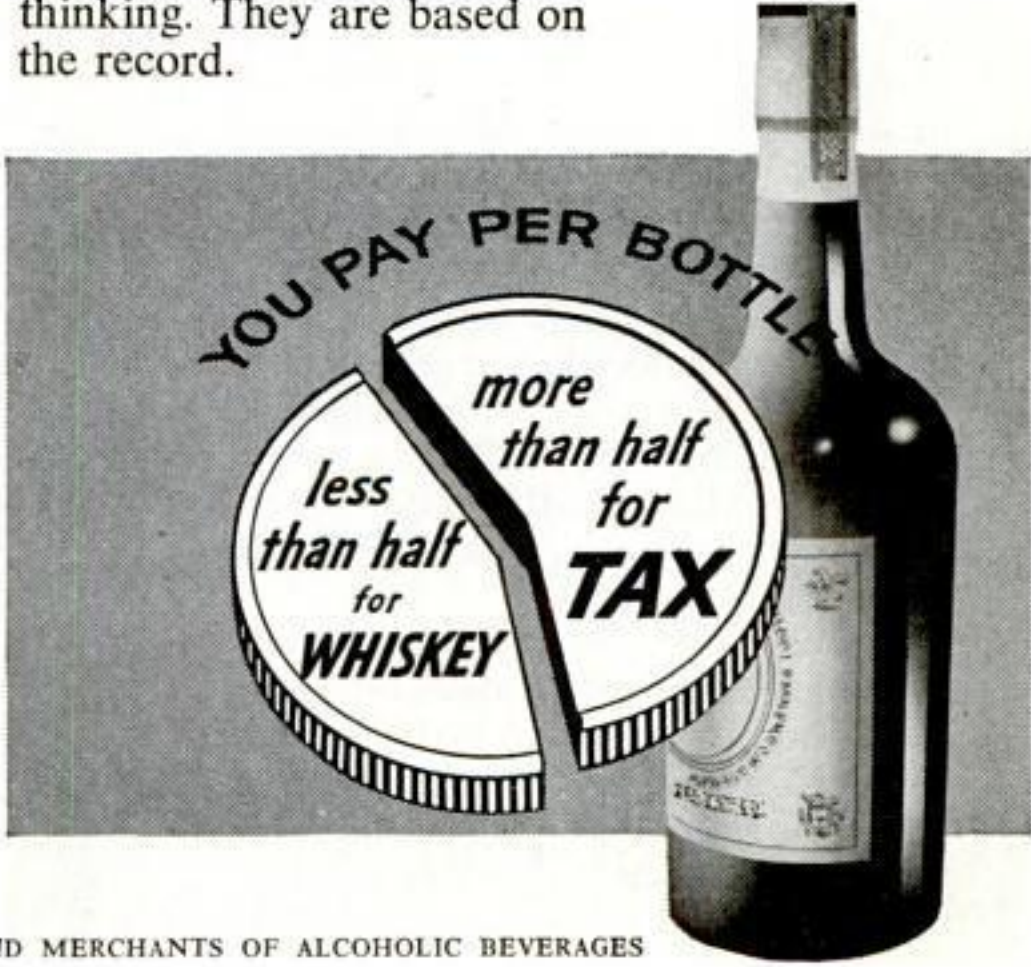
A \$6 tax will give you good legal beverages at fair prices.

These benefits are not wishful thinking. They are based on the record.



IT'S THE TAX THAT HURTS!

In spite of general increases in costs since 1942, the average distillery price of legal whiskey itself has not risen appreciably. Today over half of every dollar you spend for whiskey goes for Federal, state and local taxes!



PUBLISHED IN THE PUBLIC INTEREST BY
LICENSED BEVERAGE INDUSTRIES, INC., 155 E. 44TH ST., NEW YORK 17, N. Y., IN BEHALF OF THE PRODUCERS AND MERCHANTS OF ALCOHOLIC BEVERAGES

Now! No need to wash your car!

Use new Simoniz BODYSHEEN



New Simoniz BODYSHEEN cleans and polishes — all in one simple step!

Throw away that sponge and wash pail! BODYSHEEN makes car-washing unnecessary.* Now you can clean and polish your car—all at the same time.

Yes, car owners, BODYSHEEN is the work-saving news of the century! Just wipe it on—see how it *cleans*! Let BODYSHEEN dry, then wipe off—off comes dust, road scum, traffic film. See how your car *gleams*! BODYSHEEN quickly brings out the natural brilliance of your car's finish. Enriches colors. Gives a brighter, longer-lasting shine. There's a reason! BODYSHEEN is the only cleaner-polish backed by world-famous SIMONIZ.

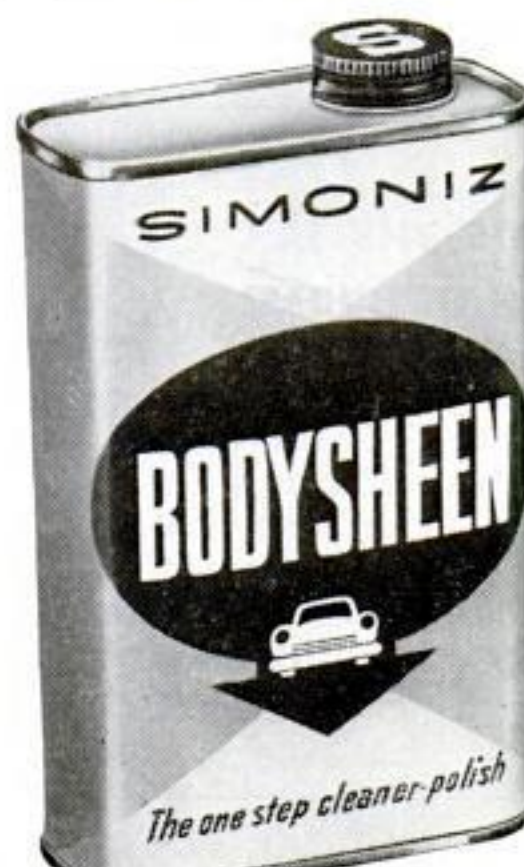
In "blind product" tests conducted by an independent research company, car owners voted BODYSHEEN "best"—by almost 3 to 1.

See how BODYSHEEN ends car washing—cleans and polishes in one

fast, easy step. On sale at all service stations, auto supply, grocery, hardware and variety stores. Get SIMONIZ BODYSHEEN today.

*If car is exceptionally dirty, remove heavy layers of gritty dirt with clear water

**Only
98¢
big
16 oz.
can**



Copyright 1953 by Simoniz Company



THE FINAL CLIMB to the summit was up this jagged and frightening ridge, overhung (right) by great snow cornices above a sheer drop of 12,000 feet.

HILLARY'S STORY CONTINUED

into view. Time was passing and the ridge seemed never ending.

To save time I tried cramponing without cutting steps but quickly realized our margin of safety on these steep slopes at this altitude was too small so went on step cutting. I was starting to tire a little now. Tenzing was moving very slowly. As I chipped steps around still another corner, I wondered rather dully just how long we could keep it up. Then I realized that the ridge ahead, instead of still rising, now dropped sharply away and far below I could see the East Rongbuk Glacier! I looked upwards to see a narrow snow ridge running up to a sharp point. A few more whacks of the ice ax in the firm snow and we stood on the summit.

My initial feelings were of relief—relief that there were no more steps to cut, no more ridges to traverse and no more humps to tantalize us with hopes of success. Despite the knitted helmet, goggles and oxygen mask, all crusted with icicles, that concealed Tenzing's face, there was no disguising his infectious grin of pure delight as he looked all around him. We shook hands and then, casting those Anglo-Saxon formalities aside, Tenzing threw his arms around my shoulders and we thumped each other on the back until forced to stop from lack of breath.

I glanced at my watch: 11:30 a.m. The ridge had taken us two and a half hours, but it seemed more like five. I checked our oxygen again—yes, the slow rate seemed to be pretty constant. But if we intended to remain on three liters, we were going to have to waste no time on the return as we had only two hours' more endurance. In this time we had to return along the ridge and descend the dangerous slopes of the south summit to the two partly filled bottles waiting for us far below.

I turned off my oxygen and removed my set. I then produced my camera and set to work to photograph everything in sight. First of all some photographs of Tenzing waving a string of flags—Nepalese, British, United Nations and Indian. Then I endeavored to take photographs down all the ridges of Everest. I had little hope of the results being particularly successful, as I had a lot of difficulty in holding the camera steady in my clumsy gloves, but I felt they would at least serve as a record. After some 10 minutes of this I realized I was becoming rather clumsy-fingered and slow-moving. I quickly replaced my oxygen set and experienced once more the stimulating effect of even a few liters of oxygen.

While I had been taking these photographs Tenzing had made a little hole in the snow and in it placed various articles of food, a bar of chocolate, a packet of biscuits and a handful of hard candy—small offerings indeed but at least a gift of some sort as a token offering to the gods that devout Buddhists believe have their home on this lofty summit.

After 15 minutes we turned to go. The whole world around us lay spread out like a giant relief map and I could take in with a glance country that we had spent months mapping and exploring

CONTINUED ON PAGE 138

DO YOU KNOW THIS MAN ?



**HIS NEGLIGENCE IS CAUSING
THOUSANDS OF DEATHS FROM
HEART DISEASE**

Here's a description of the culprit:

Overweight. Short of breath. (The old ticker really pounds on a flight of stairs.)

Often over-exercises on week-ends after a sedentary week. Sometimes bothered by a peculiar swelling in the ankles.

Works too hard. (Feels he's indispensable in his job.) Has trouble relaxing. Worries. Sleeps poorly. Complains of being "always tired."

Had a couple of attacks of "indigestion" recently. When asked by wife to please check with doctor, was heard to reply: "What for? I'm not sick . . . besides, I'm too busy!"

RIGHT HAND



LEFT HAND



The greatest problem in dealing with heart disease today is the man (or woman) who ignores the "danger signals" until it may be too late to take advantage of the help which medical science today is prepared to give.

However, thousands of people are now living good lives with bad hearts . . . because they acted wisely and in time . . . because they knew that in their physicians' hands they were in *good hands*.

For it is a fact that much progress has already been made in dealing with heart ailments. More

and more research is being carried on, largely through such great agencies as the American Heart Association and its nation-wide affiliates; the National Heart Institute; and a number of pharmaceutical companies, including Parke, Davis & Company, since 1866 makers of medicines prescribed by physicians.

PARKE, DAVIS & CO.

Research and Manufacturing Laboratories, Detroit 32, Michigan

on previous trips. Reaction was setting in and we must get off our mountain. Already, as the spur of ambition died under the glow of success, we felt weakness in our limbs and shortage of breath. I moved down off the summit. Wasting no time, we cramponed along our tracks, spurred by the urgency of diminishing oxygen.

Bump followed bump in rapid succession. In what seemed almost miraculous time we reached the top of the rock step. Now, with the almost casual indifference of familiarity, we kicked and jammed our way down it again. We were tired out but not too tired to be careful. We scrambled cautiously over the rock traverses, moved one at a time over shaky snow sections and finally cramponed on our steps and back onto the south summit. Only one hour back from the top! We were holding our own against time. A swig of sweetened lemonade refreshed us and we turned down again.

As I led the way down the great snow slope, I hacked each step with as much care as if our lives depended on it—as well they might. Every step down was a step nearer safety and, when we finally moved off the slope onto the ridge below, we both looked at each other and almost visibly shrugged off the sense of fear that had been with us all day.

We were now very tired but moved automatically down to the two oxygen cylinders cached on the ridge. We were only a short distance from camp, so we loaded the cylinders on to our frames, continued down our tracks and reached our tent on its crazy platform at 2 p.m. Already the moderate winds of the afternoon had wrenched the tent loose from some of its fastenings and it presented a forlorn sight.

We were very thirsty and still had to get down to the South Col. Tenzing lit the kerosene stove and started to make a lemonade drink heavily sweetened with sugar. I changed our oxygen sets onto the last partly filled bottles and cut down our flow rates to two liters a minute. Far below on the South Col we could see minute figures and knew that Lowe would be eagerly waiting for our descent.

We slowly packed up our sleeping bags and air mattresses and strapped them onto our frames. Then, with a last look at the camp that had served us so well, we turned downward with dragging feet and set ourselves to the task of safely descending the ridge. With our numbed faculties the time seemed to pass as in a dream, but finally we reached the site of the Swiss ridge camp and branched off down into the great couloir.

There an unpleasant surprise greeted us. The strong wind which was now blowing had completely wiped out all steps and only a steep, hard surface greeted our weary eyes. There was nothing to do but start cutting again. For 200 feet I chipped steps laboriously downward. Gusts of driving wind almost tore us from our steps. Tenzing took over the lead and cut down another 100 feet, then moved on to softer snow and kicked a track right down the couloir.

Two figures came toward us and met us a couple of hundred feet above camp. They were Lowe and Noyce, laden with hot soup and emergency oxygen. We were too tired to make any response to Lowe's enthusiastic acceptance of our news. We stumped down to the col and slowly ground our way up the short rise to the camp. Off came our oxygen and into the tent we crawled and with a sigh of pure delight collapsed into our sleeping bags while the tents flapped and shook under the perpetual South Col gale.

Yes, the South Col might be the worst spot in the world, but to us at the moment—with the Primus stove humming and our friends Lowe and Noyce fussing about us—it was home.



ON WAY DOWN to Katmandu, Hillary (second from right) looks exhausted as he rests in British camp. Tenzing made descent separately with Sherpas.



A Call to Remember



"MY EARS ARE BURNING,
WHITEY!"



"THEY'RE TALKING
ABOUT US AGAIN,
BLACKIE. FOLKS ALWAYS
REMEMBER TO CALL FOR
BLACK & WHITE SCOTCH
WHISKY. THEY KNOW ITS
QUALITY AND CHARACTER
NEVER CHANGE!"



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

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the green and white Registered Rest Room sign, there is cleanliness.
You can depend on it. Wherever you drive, in all the 48 states,
Texaco Registered Rest Rooms are another Texaco Dealer
service for you and all of America's motoring families.

THE TEXAS COMPANY



Again this Summer...enjoy

The SEAGRAM SEABREEZE



It's Seagram's Golden Gin and Tonic

Made only with Seagram's Ancient Bottle Gin



The Golden Touch of Hospitality

QUENCH your summer thirst with the *perfect* gin and tonic—the *golden* gin and tonic—the Seagram Seabreeze.

COOL, SMOOTH, GOLDEN,
and EASY-TO-MAKE

Just add tonic water and ice to a jigger of Seagram's Ancient Bottle Gin—that's the Seagram Seabreeze. Ask for it at your favorite tavern or restaurant today.

DISTILLED FROM AMERICAN GRAIN. 90 PROOF.
SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.

AS MODERN AS TOMORROW

RADIO

"ZORCH" SOCKS are shown to studio audience by Blanchard as he broadcasts to his radio fans. Such displays goad followers to imitate deliberately mismatched garb.



ZORCH IS DIMPH

Diskless disk jockey stirs up new teen madness

Anything "solid" in Tin Pan Alley, "super" in Omaha and "colossal" in Hollywood is simply "zorch" these days in San Francisco. The reason is a 33-year-old brash, gabby disk jockey named Richard ("Red") Blanchard (*above*), who never plays any records. Instead, on Station KCBS Blanchard regales his army of young fans with monologs in a boplike lingo, coining words as he goes. As "Louella Blanchard," he dishes out gossip. As "Humphrey Bogardus" he plays a private eye. As creator of "zorch," he drives his fans into frenzies of attention-getting activity. His lingo, which is "threatened" (zorchese for "brand new"), is part of the teen-age language, and radio men agree the future looks "nervous" (zorchese for "wonderful")—or even "dimph" (zorchese for "zorch").

CBS WORKERS STRUGGLE TO HOLD BACK HORDE OF ZORCH FANS AT STUDIO —>



CONTINUED ON NEXT PAGE



**THESE EYES TELL
THE STORY OF AN
enchanting change**

You can look far lovelier . . . have more beautiful eyes. It's ever so simple! Dramatize your lashes with Maybelline Mascara—they'll not only look longer and darker . . . but your eyes will appear larger, lovelier. And for graceful expressive brows . . . just a touch of soft Maybelline Eye-brow Pencil. Give *your* eyes romantic beauty with

Maybelline



PREFERRED BY SMART WOMEN THE WORLD OVER

MASCARA ★ EYE SHADOW ★ EYEBROW PENCIL

WARNING!

use the only deodorant with

**"Action-Proof
Protection!"**

Your most effective deodorant for checking perspiration—stopping odor.

Only Odo-Ro-No has new "Action-Proof" formula! Superior in every way!

Use daily for complete 24 hour protection.

People on-the-go use
ODO·RO·NO

**Special
Offer!**

Send name,
address, plus 10¢
for regular
25¢ Spray to
Northam Warren
Corp., Dept. A2,
Stamford, Conn.



Nine says—
Send Your RUGS to a
**Professional
RUG CLEANER**

NATIONAL INSTITUTE OF RUG CLEANING, INC.
SILVER SPRING, MARYLAND

Martha: Please Write

On vacation shopping list, write word: "COOLIES". Right!—COOLIES, Campana's Facial Cleansing Pads. Dainty cotton disks, saturated in Dreskin skin cleanser and freshener. One pad removes make-up, dirt, grime in seconds. Wonderfully refreshing on hot, windy, dusty, humid days. Convenient-to-carry jar. At cosmetic counters, 29¢.

**Ease SUMMER
COLDS
and HAY FEVER
TAKE
Tabcin**



AT ALL DRUG STORES • 45c and 75c SIZES

Own a **CHRIS-CRAFT**... only \$49



Fast 14-ft. De Luxe Runabout Kit Boat—\$187



Spacious 21-ft. Express Cruiser Kit Boat—\$809

Chris-Craft Boat Kits are easy to assemble! Many models, 8' thru 31' priced from \$49. Precut Philippine Mahogany parts, Fir marine-plywood panels; brass fastenings; compound; instructions. Also, new Boat Trailers, from \$99 (tax extra). Write for FREE catalog today!

Kit prices quoted f.o.b. factory, subject to change without notice.

Chris-Craft Corporation, Algonac, Mich.
WORLD'S LARGEST BUILDERS OF MOTOR BOATS

Zorch CONTINUED



ZORCH CRUSH catches Disk Jockey Blanchard after his radio show when gift-bearing fans rush him for autographs. Typical gifts blow up in his face



ZORCH TRIBUTE is paid by girls who painted the password on ukes, then joined in singing a root beer commercial for one of show's eight sponsors



ZORCH HAT, displayed at studio, features Ike buttons, a horseshoe, auto license. It can be fashioned from anything "mixed up" (zorch for "funny").



GENTLE RINSO is safe for washing even the finest of your baby's clothes. This lovely christening gown, for instance, has never been washed in anything but Rinso. And yet, Rinso also does a grand job on the dirtiest diapers.

How to wash and iron baby clothes

By Eleanor B. Cook, former Associate Editor of McCall's

Just use RINSO and follow these instructions

Baby clothes should be laundered with particular care. After all, no mother wants to feel responsible for putting a rash on baby's tender skin. An important first step is the choice of Rinso to do the work.

Mild, gentle Rinso soap leaves diapers and all of your baby's clothes soft and non-irritating. Yet Rinso soap is guaranteed to get out more dirt than any detergent!

And wait till you see what wonderful things the **SOLIUM** in Rinso does for baby's white wash. The prettiest little white dress will actually look *whiter* than the day you bought it, after being washed in Rinso with **SOLIUM**.

Surprisingly, you usually pay about 20% less for Rinso soap than for most other washday products. Finally, Rinso is guaranteed to do a better job on your baby clothes or your money back plus postage—guaranteed by Lever Brothers Company, 390 Park Avenue, N.Y. 22, N.Y.



DIAPERS—Rinse diapers and soak in borax and water. After soaking, wring out solution and wash in very, very hot Rinso suds for 8 to 10 minutes. Rinse thoroughly. Do *not* iron diapers.



BABY'S WOOLENS should be handwashed. Rub thick Rinso suds into stains. Soak for five minutes in Rinso suds (100°F.). Rinse and roll articles in towel. Dry on stretchers or block.



PLASTIC PANTS and crib pads may be quickly cleaned by handwashing in Rinso suds. Rinse carefully in warm water and dry away from heat or strong sunlight.



BABY'S NIGHTGOWNS, cotton shirts and bedding should be washed in plenty of very hot Rinso suds (150°F.). Wash for 3-5 minutes and rinse carefully.



SHEER COTTON dresses require short washing time (three minutes at most). Do *not* starch baby's dresses. Use steam iron if you have one. Be sure to wash fragile dresses by hand.



SAVE 20%—You usually pay about 20% less for Rinso soap than for most washday products. And Rinso is guaranteed by Lever Brothers Company, N.Y. 22, N.Y.

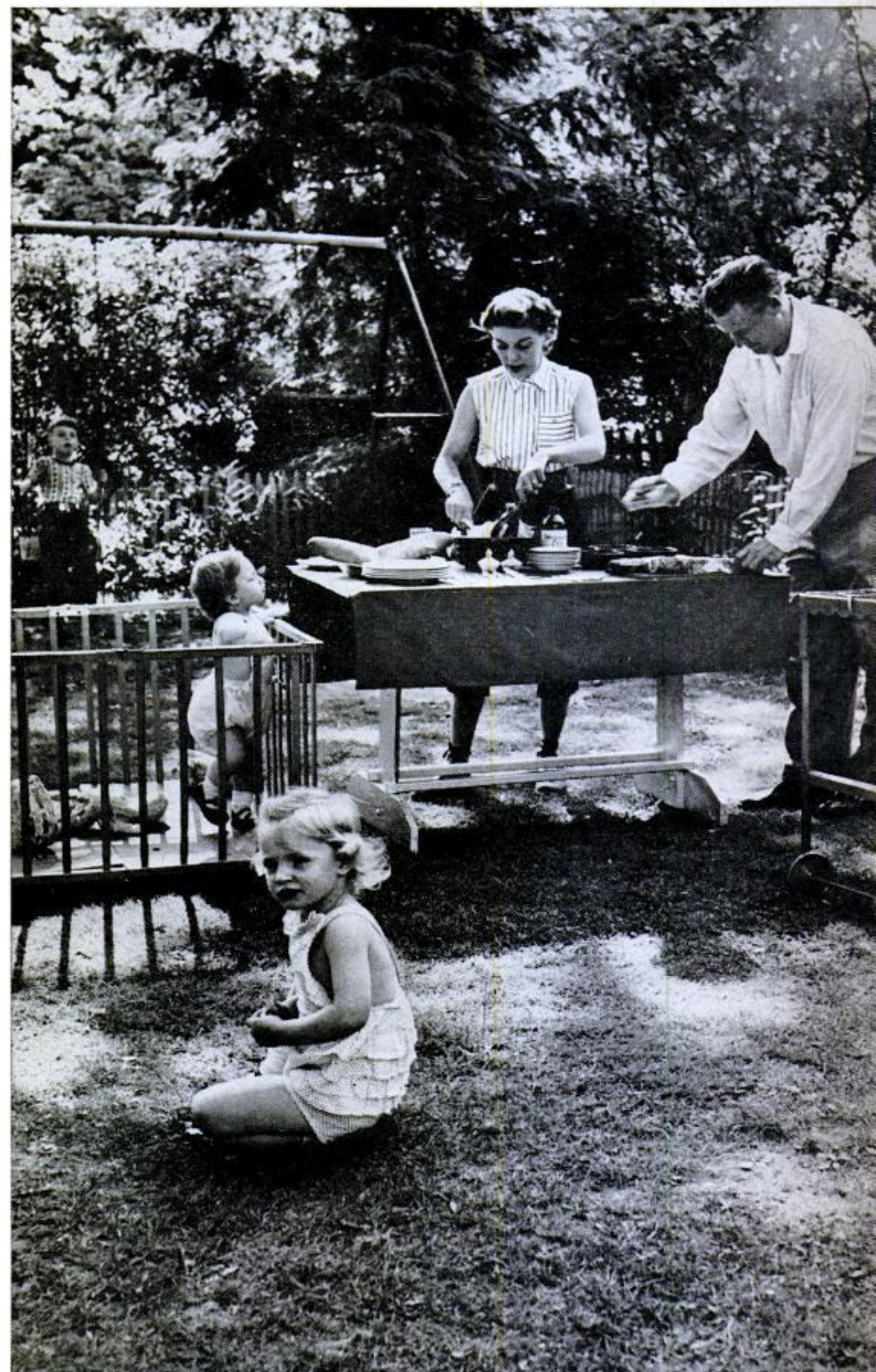
Life Revisits Its Wartime Wedding Couples

1943 SERVICEMEN AND THEIR BRIDES REACH THEIR 10TH ANNIVERSARY



THE NATHAN ROSENFELDS

When they were married (*right*) Nathan Rosenfeld and Blanche Alter had only one night of leave, so they chose Coney Island for their wedding trip. They now live in a three-room apartment, have no children, run an auto school in New York's Greenwich Village. Her sister-in-law (*background right and above*), a witness at the wedding, stops in often. Since 1943 Mrs. Rosenfeld has lost 30 pounds and her husband has added 30. *LIFE's* 1943 story had a pleasant aftermath for Blanche Rosenfeld: she heard from two sisters who were separated from her in childhood. Her husband simply got a ribbing from his Army buddies.



THE WILLIAM RICHTERS

After Maryanne Woods and Pvt. William Richter were married (*right*), she followed him around the U.S., had their first child while he was in Japan. In 1946 the couple settled down on Long Island, and Richter began working as a cable splicer for the telephone company. "They call Bill the glamour boy of his office," his wife says, "always ask him to pose for posters." They own a six-room house with a big lawn where Billy, 7½, Barbara, 4, and Ginny, one, can play. Maryanne and Bill Richter like to go out but admit, "We say we can't wait to get away from the kids, then spend the evening saying how cute they are."

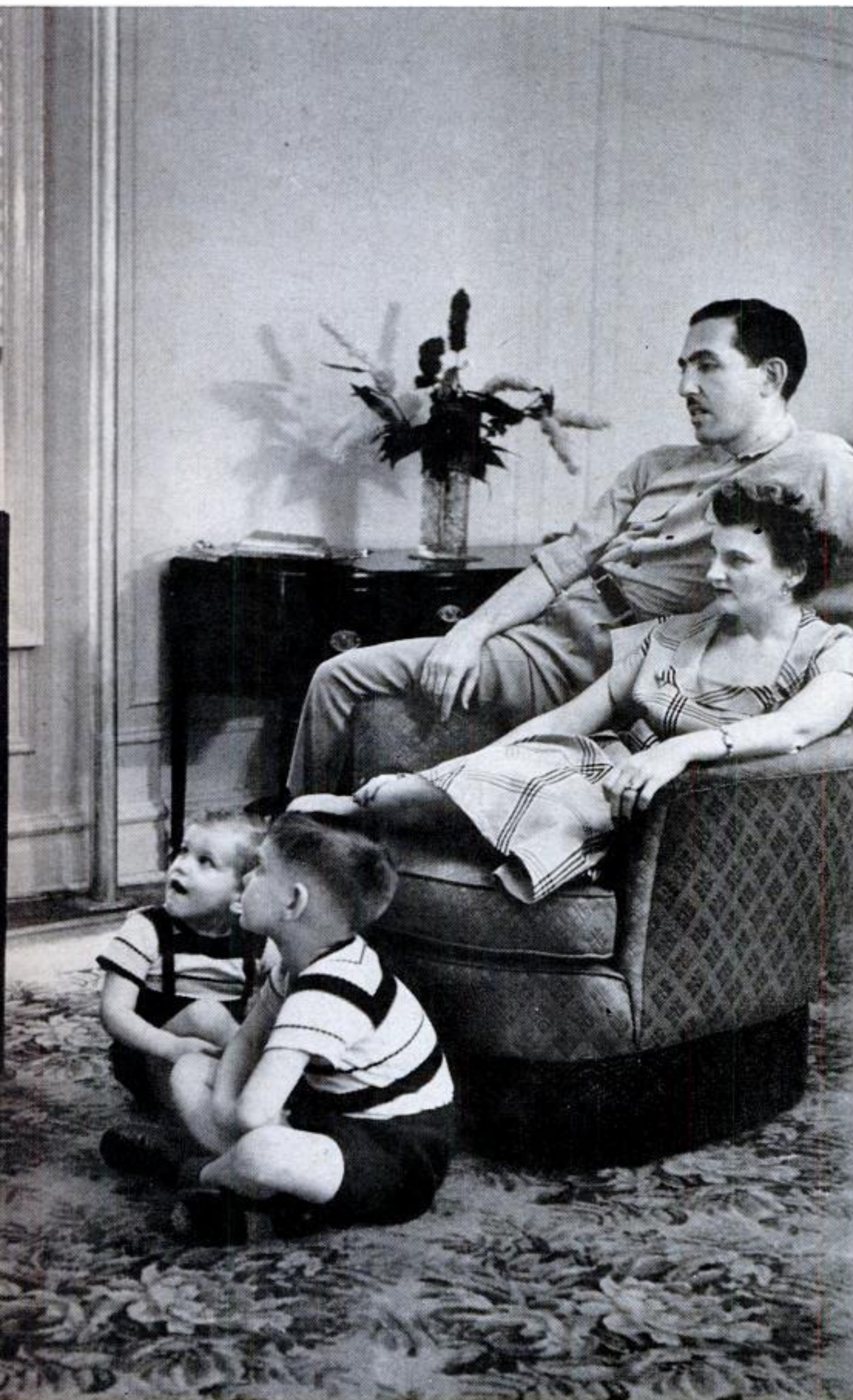


In 1943, when wartime weddings were accelerating the U.S. marriage rate, LIFE visited the New York Marriage License Bureau (June 21, 1943). Deputy City Clerk Murray W. Stand (*right*) was conducting 30 civil ceremonies a day, mostly for service couples. LIFE photographed the couples then; and now, on the occasion of their tenth wedding anniversaries, it has gone back to bring five of them up to date on these pages.

Although their normal married life was postponed, these wartime couples are still married, still happy and have eight children among them. Stand became City Clerk in 1948, now officiates only during the Saturday rush. He has married 60,000 couples and still hopes—though the hope is fading—that some day one of them will name a son "Murray."



CITY CLERK Murray Stand is shown as he appeared in LIFE 10 years ago (*left*) and as he looks today. His name has been officially signed to almost a million licenses, including one he issued to himself in 1949.



THE ISRAEL SLOANS

Shortly after his civil marriage to Estelle Levy (*right*) Cpl. Israel Sloan had to return to camp and did not see his bride until a month later when they were married again in a religious ceremony. They live now with their two children in a three-room apartment in the Bronx, spend a great many hours watching TV over the heads of Marc, 6, and Jay, 3 (*above*). Sloan became an insurance agent after he left the Army, pays door-to-door calls and makes collections. Despite the two wedding ceremonies, they never had a honeymoon but hope eventually to have it in England where Mrs. Sloan's family came from.



THE FREDERICK WITHAMS

Home on leave in June 1943 Yeoman Frederick Witham persuaded Pauline Hatfield to marry him two months ahead of their planned wedding date. They have a daughter Dixeen, 8, live in an apartment in Bridgeport, Conn., where Witham works in the pressing room of the Columbia Records plant. Pauline Witham has taken a job at Sikorsky Aircraft to speed their saving for a home. They try to consolidate chores when they are together (*above*). While Pauline Witham irons her daughter's dress ("It wouldn't be so frilly if we had more than one child"), Dixeen does her homework and Mr. Witham peels potatoes.





Send your clothes to the
drycleaner who uses
Stā★Nu
the miracle fabric finish

Wait till you see what Sta★Nu can do for your clothes. Even the ones that are starting to look too limp and tired to wear!

Restores lost textile oils

Sta★Nu restores vital oils lost through wear and cleaning—the invisible oils that give life and resilience to your garments.

Next best thing to new clothes
Sta★Nu finishing is colorless, odorless. But you can see and feel the difference in your clothes. Colors look new-bright. Fabrics feel soft and smooth—like new again.

Wrinkles hang right out!

Sta★Nu makes any fabric wrinkle and dirt resistant. Suits, slacks and dresses come up smiling even after packing or rumpling.

Try one garment and see!

Send that "problem" suit or dress to a Sta★Nu drycleaner. Let him prove what Sta★Nu can do for it!

Available only at drycleaners
who display this emblem . . .

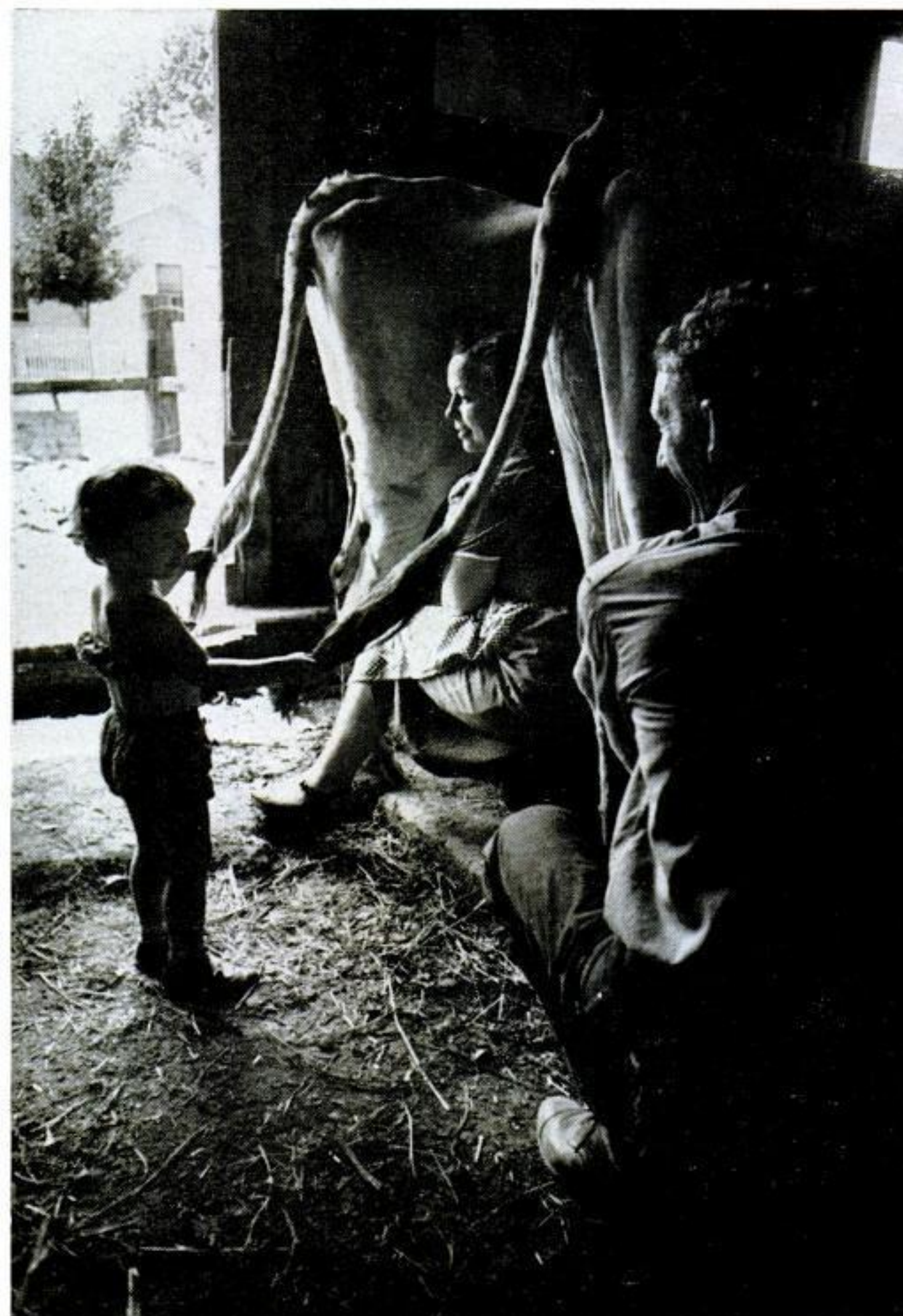


Wartime Wedding Couples CONTINUED COUPLE CHOOSES COUNTRY

One year after Sgt. Charles Eater and Nelda Mae Draege were married he was wounded in the hand at the Saint-Lô breakthrough. He recovered and fought again. After the war the Eaters looked for a farm, found it outside Mt. Vernon, Ill., four miles south of her family's home and four miles north of his. With a thriving farm, Janice, 2½, and 7-month-old Becky, they are content that they chose to live in the country.



PICNIC LUNCH provides a pleasant break in the farm routine. Eater raises dairy cattle on the 40 acres he owns, farms another 250 acres which he rents.



DAILY MILKING is joint chore for the Eaters who own 13 cows. They are helped by Janice, holding cows' tails "so they won't hit mommy in the face."

RELIEVES PAIN OF HEADACHE NEURALGIA NEURITIS



The way
thousands of
physicians
and dentists
recommend



Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give **FAST, LONG LASTING** relief. Don't wait. Buy Anacin today.



Get quick relief—the easy soda way

SUNBURN

Pure bicarbonate of soda (baking soda) quickly soothes the pain of sunburn . . . brings comforting relief. Simply apply a paste of water and soda and cover with wet cloths. Repeat every 3-4 hours. Wonderful for poison ivy, insect bites, too.



A HOUSEHOLD TREASURE

Arm & Hammer and Cow Brand Baking Soda are pure Bicarbonate of Soda, U.S.P. Write for **Free Booklet** to Church & Dwight Co., Inc. Dept. L-7, 70 Pine Street, New York 5, N. Y.

Close to the people

When I was elected State Senator, and later Governor, I brought with me to the State House my ten-gallon hat, my pipe, and my boots. These things, I figured, were as much a part of me as my personal political convictions.

For although Colorado is known as the Mile-High State, my philosophy of government is a down-to-earth one. I was born close to the soil—and having always lived in close touch with nature (as we all do here), I naturally lean toward a government that is close to the people.

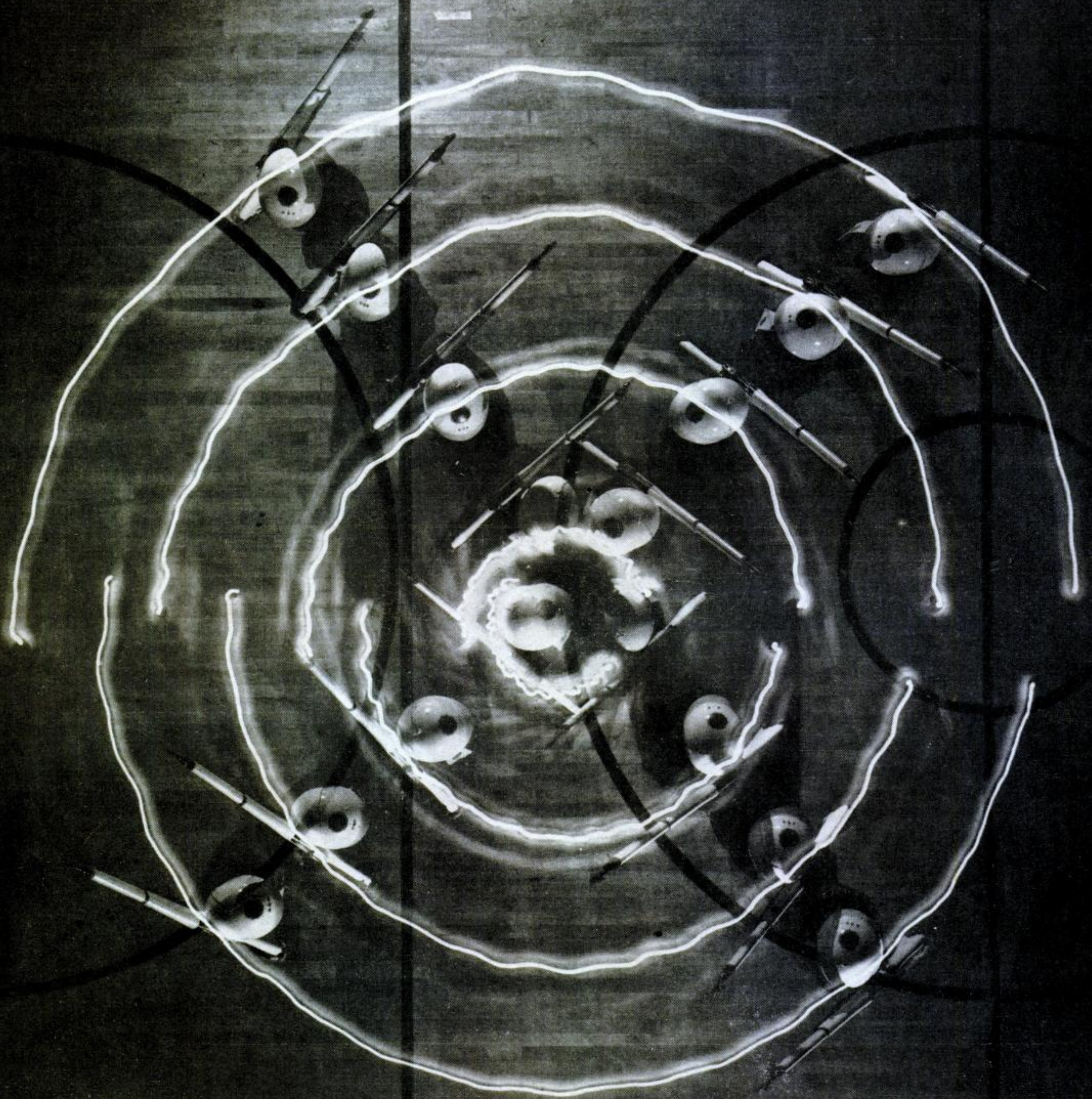
When individuals are bound together in the common enjoyment of the elements of nature, there is no force on earth that can remove them from one another.

You need only look at some of the stories *LIFE* has run about our state of Colorado to see what I mean—the stories of the war widow, of the country doctor, our Red Rocks Music Festival, our famous Brown Palace Hotel, and many others. I was fortunate enough to appear in one *LIFE* story myself which brought me more than 8,000 letters from people in every walk of life in these United States.

And that shows, incidentally, that *LIFE*'s editors themselves live close to the people of America. It's been that way ever since I've been reading the magazine, which is a good long time. That's probably why so many of us here feel so close to *LIFE*, and read it so religiously every week.

By Governor **DAN THORNTON** of Colorado





ROUND AND ROUND IT GOES

The crack firing squad of American Legion Post No. 359 in Richmond, Ind. is especially proud of its snappy execution of an old close-order exercise known as the wheel drill. The striking symmetry of their miniature precision parade caught the eye of Photographer John Stage, who attached flashlight bulbs to the men's white helmets and then climbed up into the rafters of a

gymnasium for a bird's-eye view of the squad directly below. Concentric lines of light from the tiny bulbs trace the wheel-like path of the men in their counterclockwise march. Crossed rows of helmets, the result of a composite double exposure, show the squad in two positions, suggesting the spokes of a wheel and deceptively making eight wheeling Legionnaires look like sixteen.



Other times, other tastes...

What made Milwaukee change to Blatz?

Blatz is the beer brewed to *today's taste*... today's way of living! Completely different from the heavy, harsh-tasting beers of the past. That's why it's the modern-day favorite in Milwaukee, year after year!

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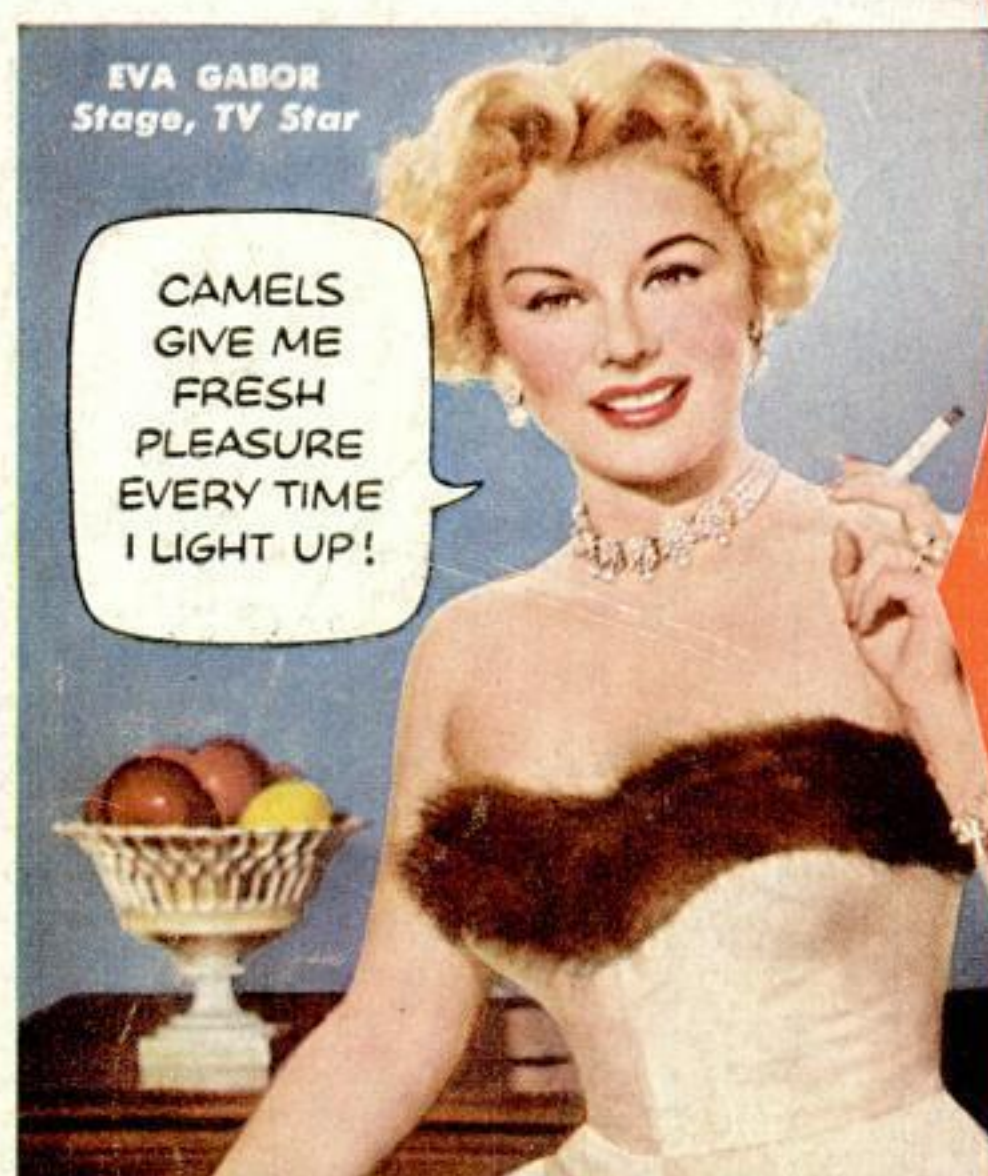
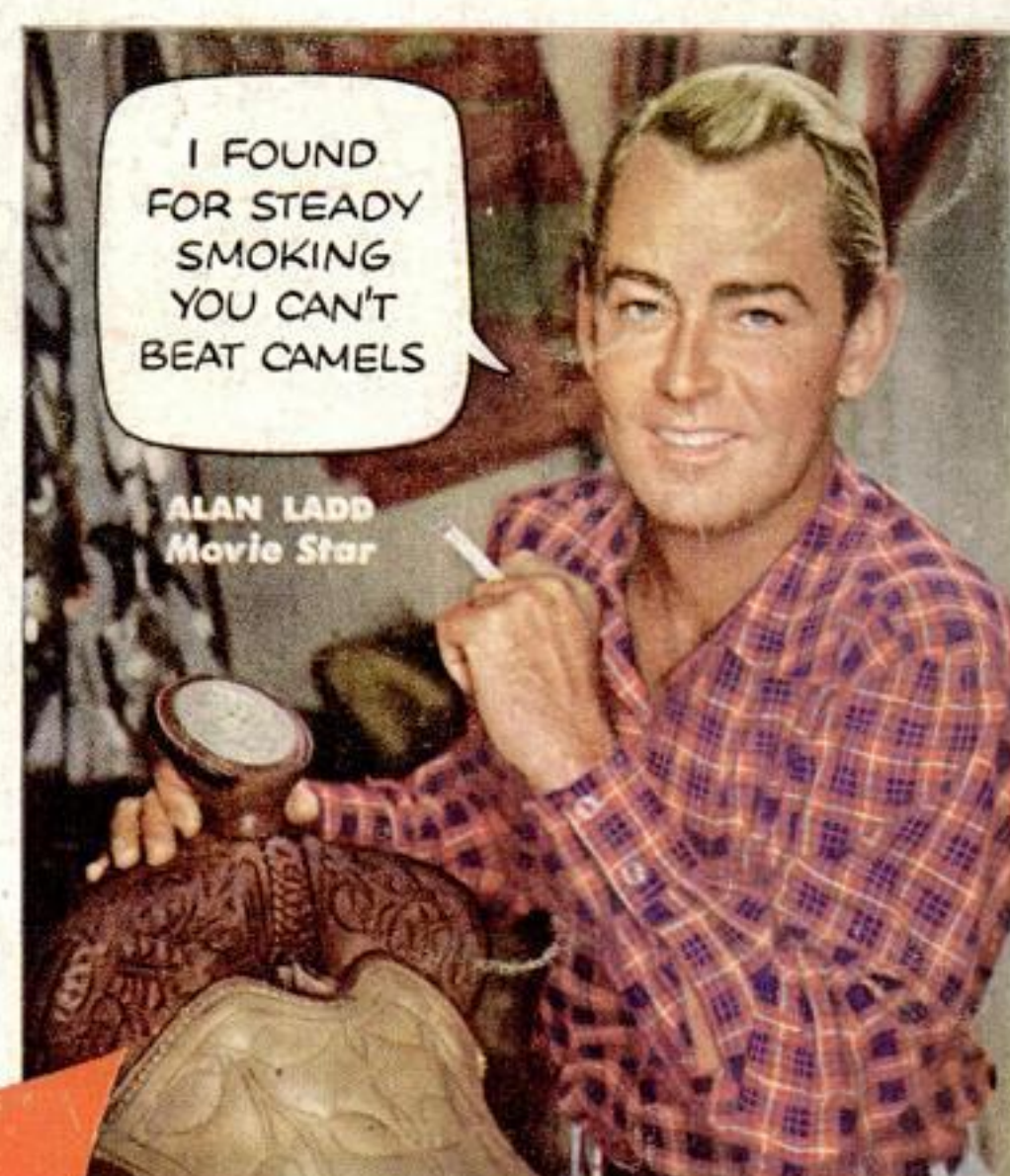
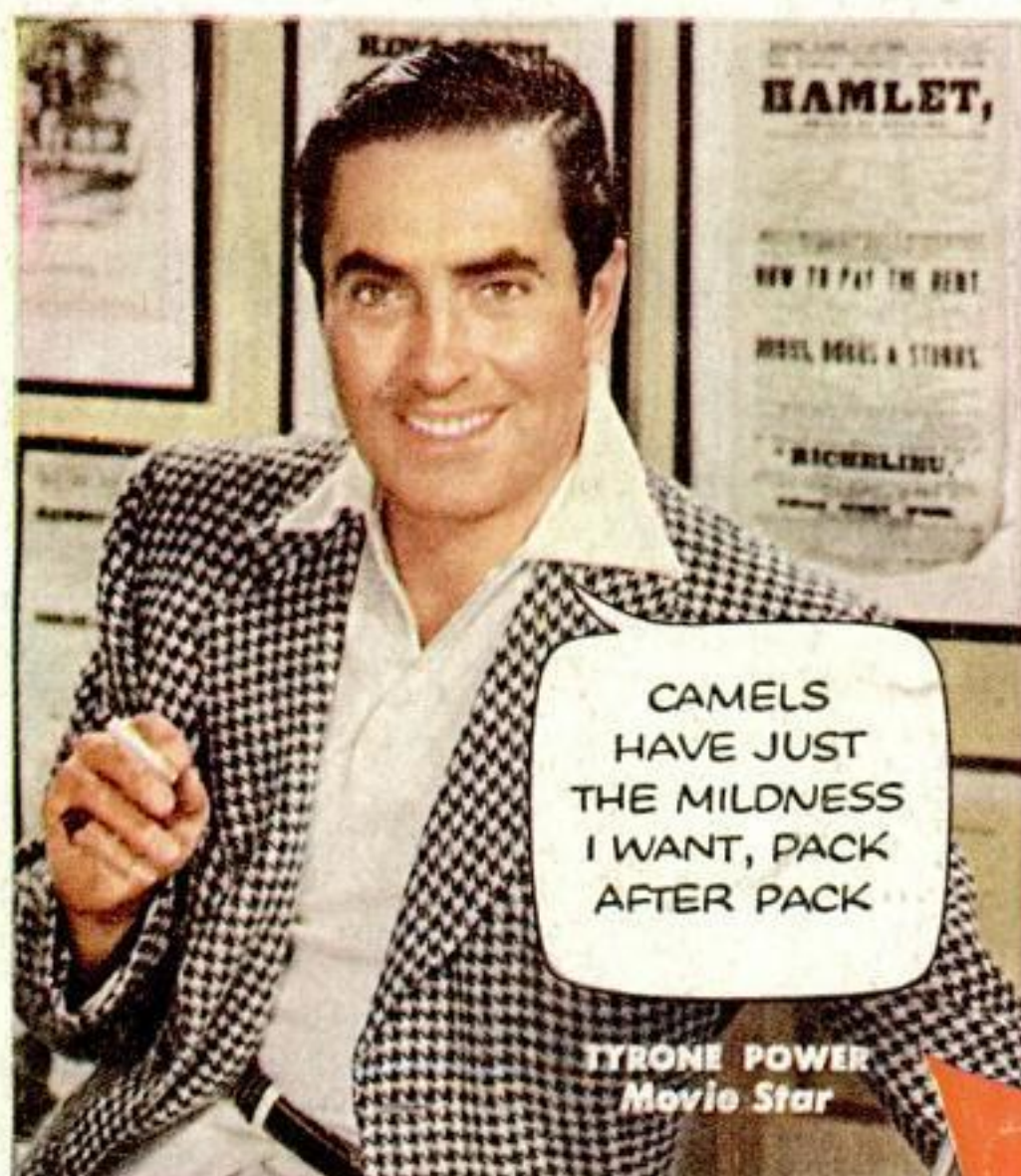
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Try Camels for 30 days—and see how you keep on enjoying their rich flavor and cool mildness, pack after pack, week after week!



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